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11928

# TOWNSEND'S 20<sup>TH</sup> Century 1930 Catalog

# STRAWBERRIES AND HOW TO GROW THEM



## PREMIER

## The Most Popular Early Standard Berry Ever Introduced.

For more than ten years we have made Premier our specialty. Townsend's strain of Premier Plants holds the world's record for production—21,600 Quarts per Acre; Gross Receipts, \$3,750. This photograph is a true reproduction of the world's record acre.

# E.W.TOWNSEND&SONS SALISBURY, MARYLAND

# Lucky Strike

Lucky Strike Yields  
Three to One Over  
Mastodon, and Sells  
For More Money.

The Aristocrat  
of All the  
Everbearing  
Strawberries

BERRYDALE  
FARM

Salisbury, Md.  
Oct. 16, 1929.

E. W. Townsend & Sons  
Salisbury, Md.

Gentlemen:—For the past four years we have been growing the Mastodon Everbearing Strawberry, and it has proved to be our best paying crop on our farm up to this year. Last spring after talking with you we decided to plant a part of our acreage to LUCKY STRIKE Everbearing. We are now kicking ourselves because we did not plant all LUCKY STRIKE. They are picking three times as many berries as the Mastodon and selling for 10 cts. more per quart. BERRYDALE FARM.



**LUCKY STRIKE** Is a Townsend Introduction, originating on our own farms in 1918, the Introduction price being \$1.00 per plant. Quality the very best. Not equaled by any other everbearing strawberry. Produces a big crop on spring set plants 60 days after planting. And continues to fruit all summer and up to hard freezes. Again at the regular spring fruiting season it surpasses all other late varieties as a spring crop. Fruit large, firm and exceedingly productive. No garden complete without LUCKY STRIKE.

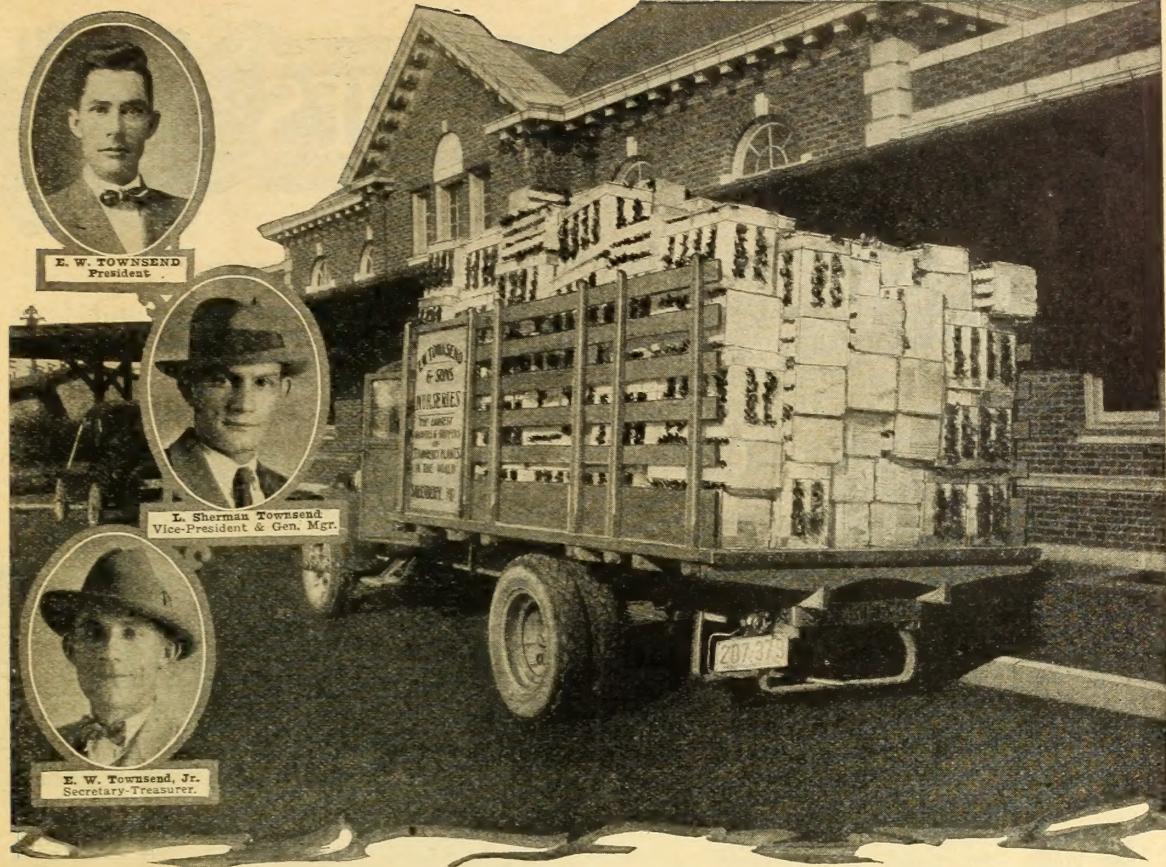


Aberdeen.

## Aberdeen

A Big Money Maker  
For the Market  
Gardener

Medium early, long season. Large to extra large bright red, quality very good. Moderately firm and one of the most productive varieties on the list. Said to outyield Premier. One of the hardest and the thriftiest growing plants on our farms. We can recommend it to all Commercial growers where the distance of shipment is not too great.



## Our 1930 Message

## Is Good News for Our Friends

QUALITY BETTER - - - - PRICES LOWER

**F**IRST we are able to offer you one of the finest quality crops of plants we have ever grown. And at a big saving in prices.

We are able to do this, notwithstanding the fact that the crop of Strawberry Plants, taking the country over, is the shortest for years. We feel reasonably sure that most plant growers will advance their prices.

**WHY WE CAN SELL CHEAPER.** We planted double our 1929 acreage. The growing season has been fair for us. We have grown just enough plants per acre to make quality plants.

And our Labor expenses under our improved growing methods has actually reduced the cost of growing.

Being able to hold our prices down at a time like this is sure to almost double our sales this season, and for this reason we would ask all our old friends and customers to get their orders in just as early as possible after receiving this book. There will be no cash discount for early orders this season. But for every order received during January inclosing cash in full with order we will allow you to select 10% in FREE Plants.

All February orders may select 5% in FREE Plants.

E. W. Townsend & Sons

26 Plants, the kind  
that grow.



# STRAWBERRIES

From Extra Early to Very Late in Season

SHORT DESCRIPTIONS of the leading standard varieties, and true descriptions of the newer varieties, as we have found them on our own trial grounds, together with the descriptions sent in to us by our thousands of customers, and the various Experimental Stations throughout the country.

## EARLY VARIETIES

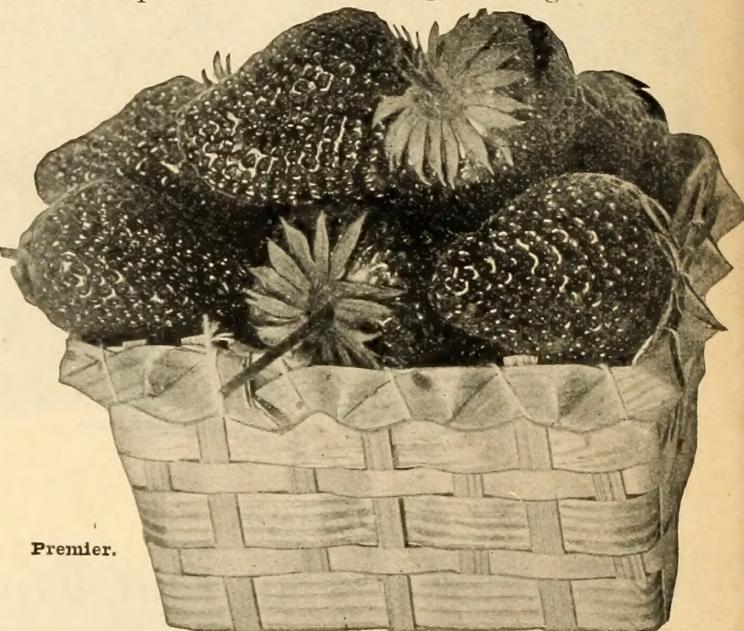
**PREMIER** —For the past 11 years Townsend's Nursery have made Premier their special. We have grown Premier in larger quantities than any other nursery. We have shipped them to over fifty thousand customers, in every nook and corner of the United States, as well as to many foreign countries. Over and over, year after year these customers come back for more of Townsend's Premier plants. No variety ever introduced has pleased the growers as well as Premier, for no other variety has made the money for them that Premier has made. We are still headquarters for this grand variety. For this season we have grown one of our largest and finest crops that we have ever had to offer. And every customer is assured of getting only high grade, true-to-name, long bright-rooted plants.

Premier begins to ripen early, covers a very long season. Unusually large crops of large to very large berries, uniform in size and color. Foliage strong and healthy and not subject to disease such as rust and mildew. Grows well on any good rich garden soil in all parts of the country. Last Premier has never been known to miss a single crop from late frost. The blooms seem to be hardier than most varieties. When you plant Premier you plant frost protection.

When you send to Townsend's for your Premier plants you get the best plants that it is possible for thirty years of service, time and money to grow.

## Howard 17

—It is generally known throughout the country that Premier and Howard 17 are one and the same variety. Some of our customers have purchased the plants under the name of Howard 17, and it has proven so valuable to them that they

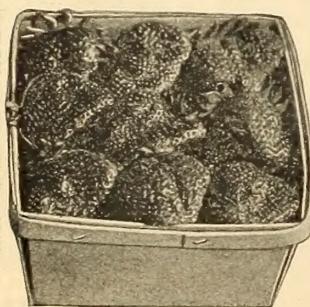


Premier.

insist on buying their plants under the name of Howard 17. Again we have purchased plants from a leading New England grower, who sells them under this name, and any of our friends and customers may have the true Howard 17 by asking for them. This was simply done to please some of our customers who have all along insisted on buying Howard 17.

## TOWNSEND'S SELECT MISSIONARY

—Townsend's Select Missionary is the one ideal variety for Southern growers. It is this variety that you see on the fancy fruit stands in the Northern markets from Thanksgiving to March 15th every year. Large blood red juicy berries that sell from 50 cents to over \$1.00 per quart. It is the berry that put Florida on the map as a strawberry state. We introduced this variety to the State of Florida in 1908. Since that time we have shipped probably 100,000,000 plants into that State, and to date it is growing stronger than ever. Few varieties have been sent out that has kept the faith so long a time. We begin to ship plants into Florida about October 1st for the main crop of fruit, and again shipping starts in January for plant propagating for those wishing to grow their own stock plants.



Townsend's Select Missionary.

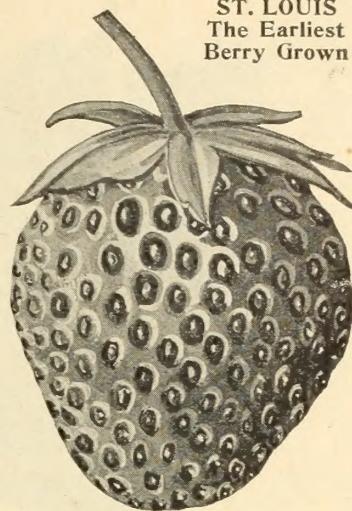
**Champion K.** —This variety hails from Tennessee; is said to be the earliest berry to ripen there, being ten days ahead of Klondyke. Fruit medium in size, firm and of very good quality for so early a berry. Plants make a strong mat-ted row and should be restricted for best results. We recommend it for trial where an extra early variety is wanted.

**Lord Salisbury** is of the Klondyke type; a good plant maker and vigorous grower; fruit medium to large in size; very solid; extra good quality for home use or commercial purposes. Will outyield the Klondyke. Should be grown by every commercial grower throughout the Southern States. Introduced by us four years ago—with our guarantee to please or money refunded.

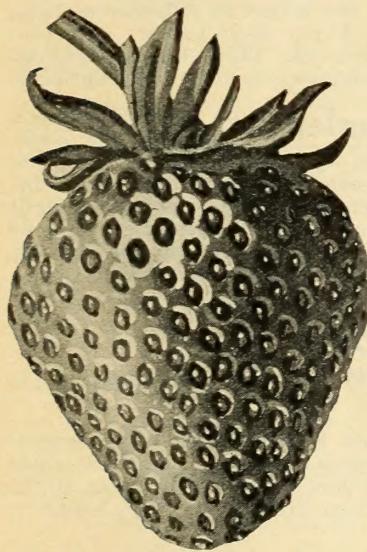
**The New Prince** —For the southern half of the country the Prince is a grand money making variety. A strong hardy grower of the Missionary type, of which it is a seedling. Fruit medium to extra large, very dark red in color, and of excellent quality. Good for home use or market. Exceedingly productive. Not recommended for the Northern states.

**RED GOLD** (Per) —An extra early variety, very productive of medium to large good quality fruit; a strong healthy plant maker, and a variety that will grow well on most any soil. We have watched this variety very closely for two years, and while we cannot agree with all the originator says of it, we feel that it is a variety worthy of a trial. Were it not for Premier and the Fruitland, we would feel like recommending it more strongly; however it seems to be a favorite with some of our good customers, and they have asked us for the plants for the past 2 years.

ST. LOUIS  
The Earliest Berry Grown



**ST. LOUIS** —The largest extra early berry grown. A strong hardy grower, and a valuable variety for home or distant market. Will grow on just ordinary soil and produce big crops of extra large good quality berries. We recommend it for all sections where such an early variety is wanted. The crop can be harvested and gone before Premier gets under way. Fruit will average larger than Premier, about same shape, a little lighter in color.



Fruitland.  
Large Extra Early.

MR. ALFRED DOYLE, Congdon, Vt., writes August 15th: Early in the season I purchased 1,000 Lucky Strike and 1,000 Mastodon plants from you. The Lucky Strike plants did not look as good as the Mastodon, and I wrote you to that effect. You sent me 1,000 more Lucky Strike at once. We planted them all. Later I found that the first 1,000 Lucky Strike all lived, in fact the extras sent more than made up any loss. Now we owe you for the last 1,000 plants, and are pleased to mail check for them. All the 3,000 doing extra well and we are well pleased with such treatment and in the future you will get our orders.

## FRUITLAND

### The New Promising Extra Early Strawberry

It gives us much pleasure to introduce to our friends and customers such a wonderful variety. Originated in our own state and in our own county. Has been grown here for several years on many different soils, with perfect satisfaction, and is proving the most valuable money making variety for our growers. And we honestly believe that it is worthy of a trial by every one of our friends and customers.

**Season**—Very earliest to ripen. Fruit large to extra large. Firm enough to be classed as a good shipper. Color bright red with a heavy green calix. Flavor extra good, being mild and sweet. Berries round to top shape and uniform in size. Exceedingly productive. Makes just a nice fruiting bed of medium to large stalky plants that are entirely free from rust. We recommend it to every one, for either home use or market. We have priced the Fruitland very reasonable for such a valuable new variety.

No. 3

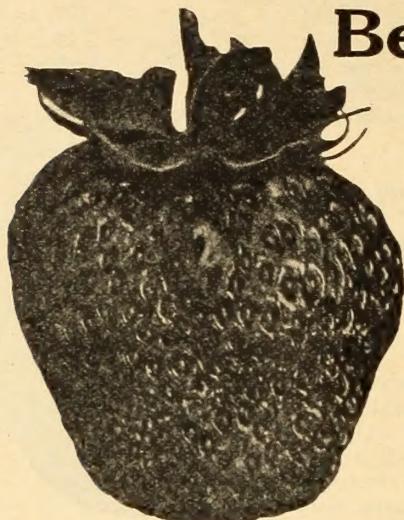
### A Favorite Garden Collection

100 PREMIER Extra Early.....	\$4.85
100 BIG JOE Medium Late.....	
100 TOWN KING Very Late.....	

50 MASTODON Everbearing.....

Delivered Free Anywhere in U. S. A.

Catalogue Value.....\$5.50



**Cooper.**  
A Fancy Market Berry.

**DR. BURRILL** —The Million Dollar Strawberry of the Dunlap family, Dr. Burrill is to the North and West what the Klondyke is to the South and East. Will grow on most any soil under most any conditions. Really the lazy man's berry. Commercial growers in many parts of the country plant more largely to Dr. Burrill than any other variety. On account of its long-rooted habit it does better in the very dry sections than any other variety in a dry season. Fruit medium in size, rich dark to very dark red when fully ripe; quality excellent, and very productive.

**KLONDYKE (Per).** — Improved strain. Same as the old standard except improved thru plant selection. One of the most valuable varieties for the South and Southwestern States. Townsends strain of Klondyke plants has been known for over 20 years as the best money could buy. And will produce from two to three times as much fruit as the common grown Southern Klondyke. Many of the largest Associations send to us every year for Good Klondyke plants.

# Best Money Makers

## Medium Early Varieties

**COOPER** —Where soil and conditions are right, Cooper is a favorite fancy market variety. We have seen crops of these berries that would average larger than any other variety, often 27 berries filling a quart. Cooper is exceedingly productive; good firm quality, mild and sweet. Has a rough appearance. Berries not as uniform in shape as many growers wish, but where an extra large irregular shaped berry is wanted Cooper will fill the bill. Plants extra large and hold fruit well off the ground. Every season finds us sold out on Cooper plants.

**Eaton** —One of the heaviest producers. Large, uniform in size and color, rich dark red clear through. Its flavor and quality is the very best, and is considered by most growers who have grown it to be almost perfect. Its firmness makes it a favorite with distant shippers. More Eaton should be grown in all producing sections.

**Haverland** —An old-time variety; very productive; quality ordinary. Has given away to Premier. Planted now only by a few growers who have soil suited to it.

**Lady Cornueillie (Per).** — This variety originated in the South. It is a grand variety in many sections. We have received several very good reports and many large orders for the plants in different sections of the country. Rapid plant maker; very productive of medium red shiny berries of good quality; firm enough to ship across the continent.

**Senator Dunlap** —Is favorably known throughout the country as a medium early variety that has made profits for thousands of growers. Until the introduction of Premier, Dunlap was the standard variety in most sections. Fruits large, crops of medium sized good quality berries. Suitable for home use or market. Sure to please.

## The Aberdeen

Its Productiveness, Attractive Color, and Good Quality Are Its Important Qualifications

The Aberdeen has been grown in New Jersey, Pennsylvania and New York states for several years and has proven almost a gold mine on account of its great productiveness, attractive color and good quality. It is moderately firm and therefore cannot be recommended for Southern states where the haul is a great distance. But for all Eastern and Northern growers we recommend it as a most worthy variety.

### What the New Jersey Agricultural Experiment Station Has to Say About the Aberdeen:

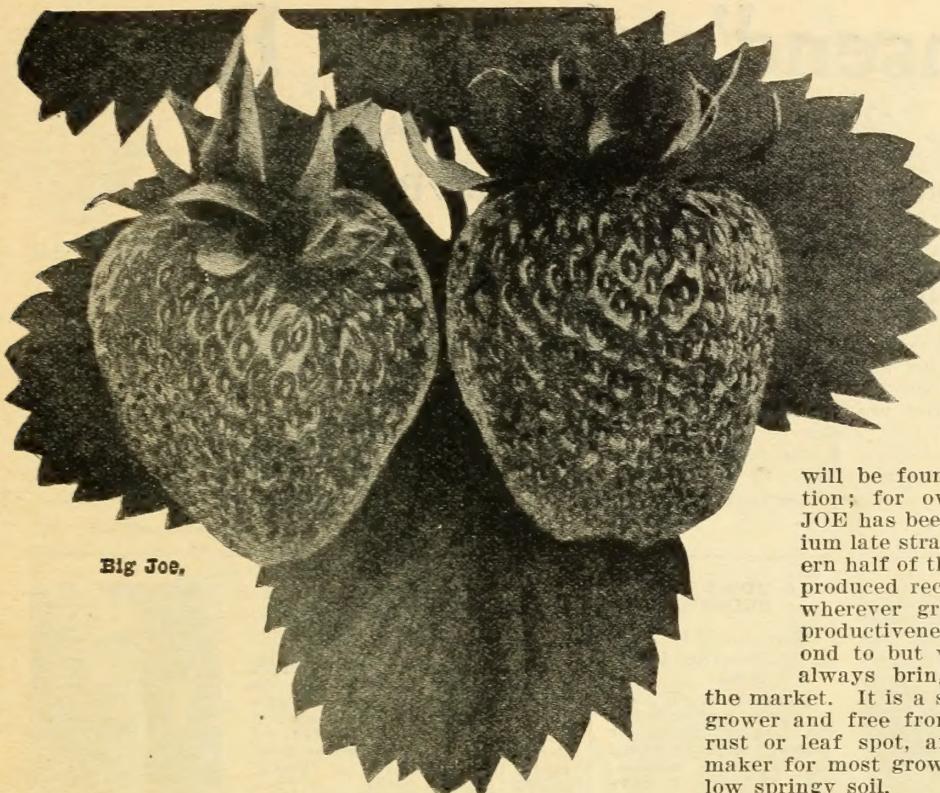
"Sept. 18, 1929. E. W. Townsend & Sons.—I would call the ripening date of the Aberdeen early mid-season. The first picking can be made about five days after the first picking of Premier. However it picks over somewhat a longer season. The Aberdeen looked to me to be as promising the season of 1929 as it was in previous seasons. Its Productiveness, Attractive Color and Good Quality are important qualifications. (Signed)

J. Harold Clark, Assistant Pomologist."

We secured our stock of plants direct from the originator, Mr. J. E. Kuhns of New Jersey, one of the oldest and largest growers of this variety.

We have grown an exceptionally fine crop of plants that are absolutely true to name and without a blemish. We are sure that you will be more than pleased with the Aberdeen. (See illustration in natural colors on the inside front cover page.)

**RAY E. LYONS, Gans, Pa.:** I received shipment plants in good order. Fine plants. The plants received last year stood the cold weather best I ever had.



Big Joe.

## BIG JOE

as the name implies, is a berry of extra large size. Color very bright with an attractive green cap. The texture is one of the best, giving excellent shipping results. For the home or commercial purposes BIG JOE

will be found giving satisfaction; for over 20 years BIG JOE has been the leading medium late strawberry in the eastern half of the country, and has produced record-breaking crops wherever grown. In size and productiveness BIG JOE is second to but very few varieties, always bringing top price on the market. It is a strong hearty plant grower and free from disease, such as rust or leaf spot, and a great money maker for most growers. Likes a mellow springy soil.

### Medium Late Varieties

**AROMA** —One of the very best medium late standard varieties for nearly all sections. Many of the large growers and Associations plant Aroma only. Aroma is a clean hardy growing plant. Does well on most soils. Fruit large deep red with excellent quality either for home use or market. We are always headquarters for best grade of Aroma plants. Townsend's strain of Aroma has produced over 10,000 quarts per acre where the average yield in same locality was less than 3500 quarts.

**Gibson** —A valuable berry in some localities, but not a universal variety. In most sections it produces a big crop of inferior fruit. Too soft for long-distance shipment. Its big yields is about all that can be truthfully said of Gibson. Gibson was originated in Wicomico County, Md., under the name of Parson's Beauty. It is also known as Pocomoke.

**Marshall** —Marshall is medium season; it does well when soil and conditions are right. Fruit large, firm and good quality. Not very productive.

**Nic Ohmer** —A very valuable variety for home use or market. Fruit large, firm and sweet. Not very productive.

**PARSON'S BEAUTY**—See description of Gibson.

**Paul Jones** —Paul Jones is one of the most productive varieties grown. Fruit medium in size and very firm. Quality ordinary for table use. But where a berry is wanted that will grow anywhere and turn out the quarts, Paul Jones is a good one to tie to. Color is a bright rich red; berries slightly pointed, and run uniform in size, holding up well throughout the season. Should be fruited with Big Joe, Ford or some good perfect flowering of same season.

**Sample** —Sample has been on the list a good long time and still in demand. Fruit medium to large, bright red, ordinary quality; fairly productive. Should be fruited with Big Joe, Ford or Lupton, equal rows to do its best.

**Gold Mine** —Gold Mine is a medium late variety, with excellent quality; very firm and sweet fruit, large to very large, moderately productive. A strong plant maker on most soils and worthy of a trial where a good medium late berry is wanted.

**MR. H. L. WARNER, Camden, N. Y.**, writes: I am sending you another order for more Townsend's Premier plants. I could take my own plants as I have plenty of them, but cannot afford to do it. I am getting well over 10,000 quarts per acre from plants and cannot afford to dig mine when I can buy Townsend's plants. No other plants around here produce like yours. The other fellows just can't understand why I can beat them so much. I tell them it is Townsend's plants and know how to back them up.

**MRS. W. E. OYLER, Harrison, Ohio**, writes: Whenever I want strawberry plants I always place my order with Townsend, and when I hear others talking of setting I advise them to send to you. I grow only for family use, but I want the best, and I know that I am sure of getting it when you fill my order.

# Townsend's Quality Plants

## ARE ALWAYS DEPENDABLE

### A Product With Thirty Years' Plant Breeding in Them

### Striving Always for Better Plants and Better Yields which in return gives Bigger Profits to our Customers.

NOTE.—To those who have never bought plants from our Nursery will say that we could fill a thousand pages as large as this Catalogue with just such good letters from our customers. These letters are from every State in the Union. I have taken about fifty from our files just as they come along and am printing them just for the Folks to read who have never sent us an order. I have told the printer to use the full address so you are welcome to write any of those whose names are signed. I am sure that you will receive a favorable reply in a few days. We give you our promise that we will try our best to please every one of our new customers just as we have been able to please those who have been with us for a long time, and are still with us.

E. W. TOWNSEND, SR., President.



#### A TOWNKING BOOSTER

September 11, 1929.  
E. W. Townsend  
& Sons:

Dear Sirs,—I have certainly had wonderful results from your 30,000 Townking plants this season; such berries I have never raised before. At least 90 per cent of them were fancy and brought both high praise and top price on the Washington market. They were a beautiful large solid berry. Sorry not

to have a cut of my patch as it was well worth looking at.

MR. W. CISSEL SIMPSON, Clarksville, Maryland.



#### 10,000 QUARTS AVERAGE TO THE ACRE FROM TOWNSEND'S PREMIER

August 8, 1929.

E. W. Townsend Sons:

Gentlemen.—Kindly book me for 5,000 Premier plants for April delivery, 1930. I want to get my order in early so as to be sure of getting Townsend's plants. The Premier purchased last year run considerable over 10,000 quarts to the acre. Your plants have the others beat a mile for producing quality as well as uniformity of size berries. Folks around here can't see how they look so good. All I say is get Townsend's plants and the rest is easy. I have tried other plants that make greater claims than you do, but now on it's Townsend's plants only for me.

H. C. WANDELL, Camden, N. Y.

#### TOWNSEND'S PLANTS PRODUCE PRIZE WINNERS

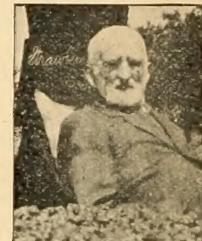
Mitchell, Ind., June 14, 1929.

Dear Sir,—Spring, 1928, I set 2,100 of your Premier plants, to date I have picked 2,916 quarts and not through yet. We have had an excellent market for all our berries while other growers had to take 50 cents a crate less for their fruit. Inclosed find clipping from our local paper.

ALBERT O. REED.

#### FROM MR. THOMAS WARNER, NEW YORK

I am enclosing you a photo showing my father, who is nearly 92, selling your strawberries. From a small garden he has sold \$51.00 worth of berries. Folks have never seen such berries here as Townsend's plants produce. They all come back for more.



#### MORE THAN 5,000,000 TOWNKING PLANTS

Have been sold during the last three years, these plants have been distributed in forty different states, have been grown and tested by some of the largest berry growers and associations in the country. And every plant so far as we know has given general satisfaction. Thousands of our customers have written in stating that Townking is the most wonderful late strawberry they have ever grown. We have grown an exceptionally fine stock of these plants this year and have reduced the price to \$10.00 per 1000. And hope to have enough plants to fill the demand. "Townking" is a copyrighted product and cannot be sold by any other concern.

Salisbury, Md., October 1, 1929.

Dear Mr. Townsend:

You know that I, always interested in new Introductions of strawberries, having been able to originate and introduce two of the leading standard varieties myself.

I am writing this letter to offer my congratulations to you on your new Introduction the "TOWNKING." I have had the privilege to examine this berry for the last six years both on your farms and my own. And I unhesitatingly declare it to be the greatest strawberry in my estimation that I have ever seen. And if it has a weak point in any way I have failed to find it. And at this time I am working on a plan to plant out fifty acres of this variety. This will be the only variety that I expect to grow.

OLIVER I. CORDURY.

MR. A. R. GORE, Lisbon, Maine: Plants arrived all in fine condition. Am much pleased.

MR. GEO. P. LEAVITT, Dover, Foxcroft, Maine, writes: Your plants doing fine. Next year I want to get 2,000 of your Everbearing.



For TOWNKING PRICES, see Page 30.

### Late to Very Late Varieties

Townking has been given a thorough test in every strawberry producing state. Four years ago we gave away as many free plants of Townking as we could furnish after setting our own field. We had tested this variety for three years on our own soil. We had confidence in our introduction, and before selling or giving away any plants we coined a name for it and had it copyrighted. No one is allowed to propagate Townking plants for sale except E. W. Townsend & Sons. We did this for no selfish purpose, but solely to protect ourselves and our good customers who will continue to buy this variety from us for years and years to come. We introduced the variety at a modest price considering its merits. Season 1928 we cut the price still lower to \$15 per 1000.

**New Lower Prices.**—This season we have been able to grow the largest and finest lot of Townking plants we have ever had to offer, and are able to make another substantial cut in price. The past season we were compelled to return hundreds of orders. While we hope to have plants enough to take care of our orders, the only safe way is to ORDER EARLY.

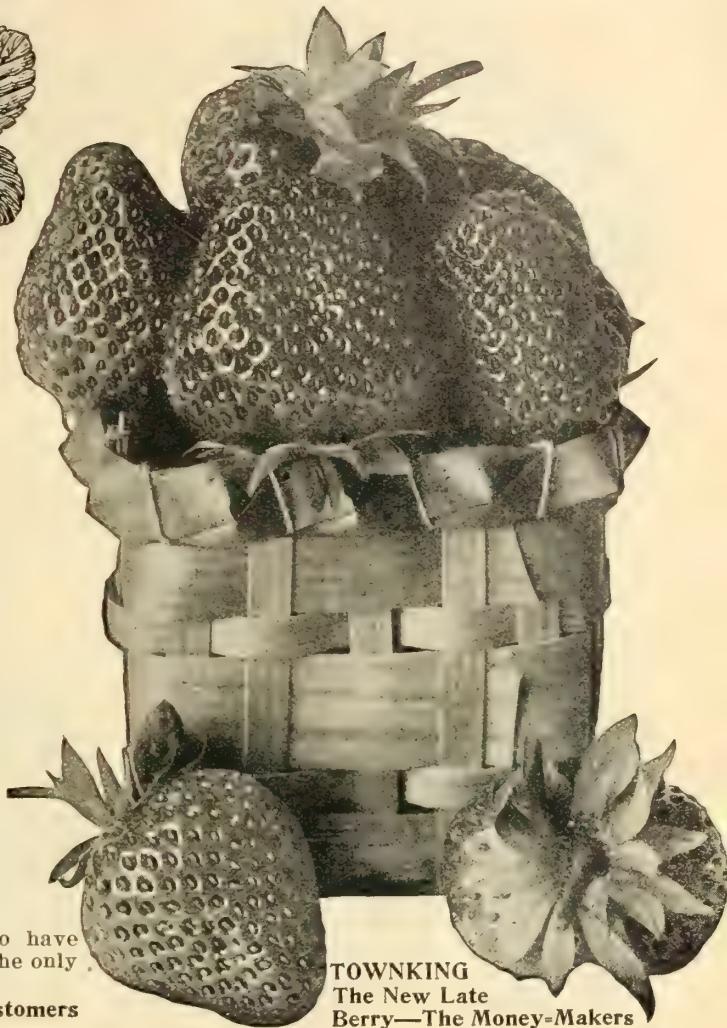
### Descriptions of TOWNKING as our Customers See It

In writing this description I am repeating in part just what hundreds of customers have written in about this wonderful Strawberry.

Townking stands in a class by itself. It is the most perfect strawberry ever grown. If it has a single weak point I have failed to see it, or heard it spoken of from anyone else. In plant growth it is ideal. Plants strong, healthy, upright with no leaf spot or blemish. Fruit stems are large and strong, holding the fruit well off the ground. In production it stands at the top and even surpasses such varieties as the Chesapeake. The fruit will average larger than Chesapeake throughout the season. The berries are the most uniform in size of any variety known. Color uniform from tip to stem, of a bright glossy red. Firm skin and flesh that will hold up for days without bruising while being carried to market. Flavor is a rich aromatic sweet flavor, suiting the taste of the average strawberry lover.

\* Mr. Day, of Lakeville, Conn., writes that Townking by far surpasses any other variety he has ever grown, and suits his trade best.

Mr. Brinkley, of New York, writes: After fruiting Townking two years I am discarding Chesapeake. It beats it in every way, and suits my soil much better.



**TOWNKING**  
The New Late  
Berry—The Money-Makers

### For TOWNKING PRICES, See Page 30.

Mr. Lockhart, on the Hudson, N. Y., writes: I have been looking for Townking for many years—I now have the berry I want. Chesapeake is nothing by the side of Townking. I could have sold several thousand plants last spring to neighbors, but of course had no right to do so, and just turned them all over to you. And was mighty glad I could do you this favor.

**If you have not tried this variety, do not fail to place your order early for a few plants this spring.** I am sure that you too will be pleased.

### TOWNKING PRODUCES BIG CROPS AND SELLS AT FANCY PRICES

Lebanon, Pa., August 5, 1928.

Gentlemen:—We wish to advise you that the Townking purchased from you last year has proven more than satisfactory—from the 3,000 plants purchased we harvested 3,865 quarts of as fine a lot of berries as anyone ever wanted. My only regret is that I did not set out more—for you have no trouble in selling them at fancy prices. You may look for my order being increased next year on this variety.

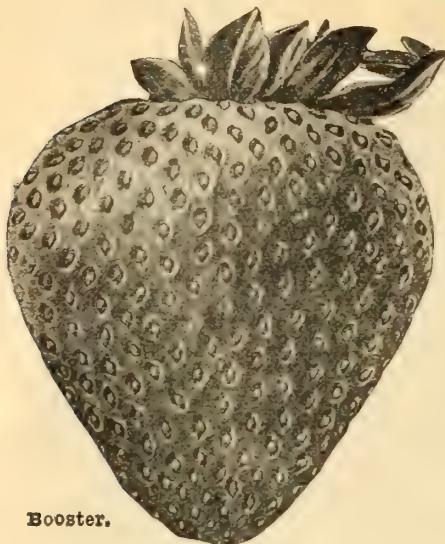
Thanking you for your courtesy in the past, and wishing you every success,

Yours truly, WM. OLSON.

Shelbyville, Ind., June 10, 1929.

Gentlemen:—Plants received from your nursery last year were simply fine, and the Townking especially good. Some of these Townking measured over five inches around and were simply delicious.

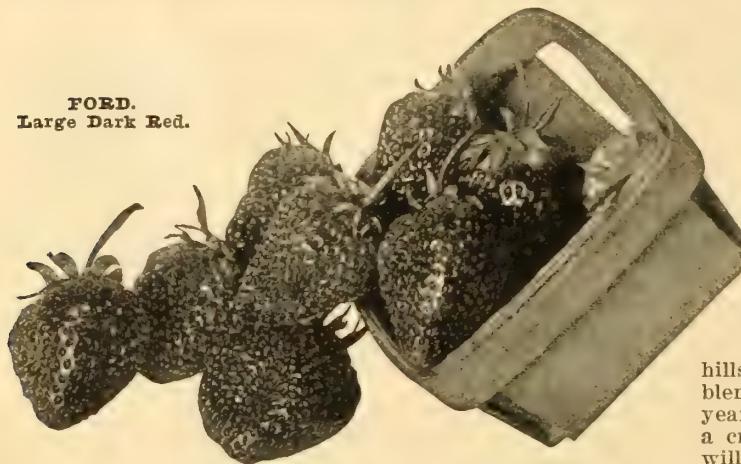
W. P. BROWN.



Booster.

**CRAWFORD 25**—Crawford is our introduction and is pleasing a lot of our customers. We have reports that it has yielded at the rate of 20,000 quarts per acre. Fruit extra large, bright red, but of very poor quality.

**MASCOT** **The Largest and Latest Standard Variety.** This is an exceptionally valuable variety for those wanting an extra late berry to prolong the season. Mascot will fruit every year until such varieties as Lucky Strike Everbearing comes along to keep a continuous supply of berries from May to November. Fruit extra large, firm and of good quality. One of the most productive late sorts. Color bright red with a heavy green calix. Always pleases thousands of growers in all parts of the country. We have an excellent supply of plants this season, and the price is greatly reduced.

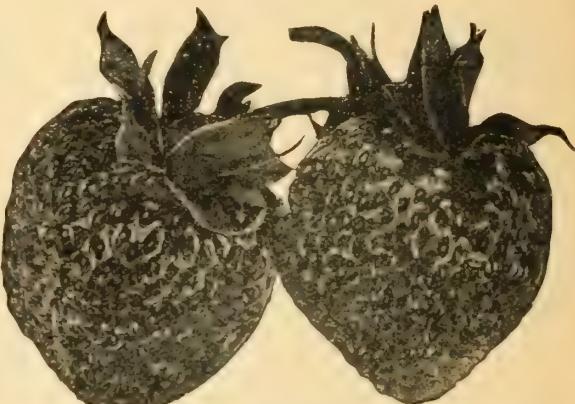
FORD.  
Large Dark Red.

**F. C. KEAGER**, Bridgeport, Ohio: I owe you folks an apology. I wrote you yesterday that plants not received and to ship plants at once or return money. Today received plants in fine condition and they are real plants. I sent to another nursery two weeks before I mailed order to you. I have not received any plants from them. If I do I shall return them. I am enclosing check, kindly duplicate my first order, and if I am too late will take my medicine.

## Late to Very Late Varieties

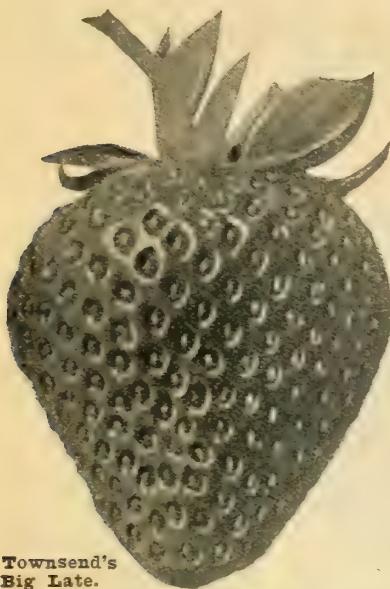
**BOOSTER** **Hails from Michigan.** This variety was sent out as a World Beater. We find that it is a very good variety; ripens late; of medium sized fruit, round in shape, bright red in color, and flavor fairly good. Just ordinarily productive, and an excellent plant maker, and worthy of a trial where a good late sort is wanted. But there are lots of other varieties much better, such as Townking, Chesapeake, Townsend's Big Late, Ford, Big Joe, etc. To those wishing to test it out we have the genuine true-to-name plants.

**BURGESS** **A Good Reliable Late Variety.** Originated in the South, and is a leading variety in the State of Alabama. We have grown it here for the past three years with wonderful success. Fruit large, very dark red when fully ripe, excellent flavor, and firm enough for a good shipper. We have received reports from New England States stating that it was very satisfactory as a late variety. Will produce as many, if not more, berries than Aroma. With us it averages larger than Aroma and fully as productive, and plant growth is better.

MASCOT.  
One of the Very Latest Varieties Listed.

**FORD** **—Ford is a Townsend production, and one of which we are proud.** Ford, like Premier, is frost resistant, and has made hundreds of our customers big money when other late varieties were killed. A strong hardy plant grower on all soils. Fruit very large, firm and of good quality, and ranks with the very best in production. Ford will make too many plants if not restricted, and for this reason should be set wide in the rows and grown in narrow matted rows or in hills. We have never seen a rust blemish on any Ford plant in ten years growing it, and never heard of a crop failure. Plant Ford and you will not go astray.

**MR. JNO. SNOOPS**, Easton, Pa.: Received plants from you two weeks ago in fine order; every plant growing fine. Sent an order same time to another nursery; have never received a plant yet and season is now over for planting here. Guess who will get the next order in full. Prompt service always counts with me, and with Townsend's I got full measure of quality and quantity, besides the promptness. Best wishes.

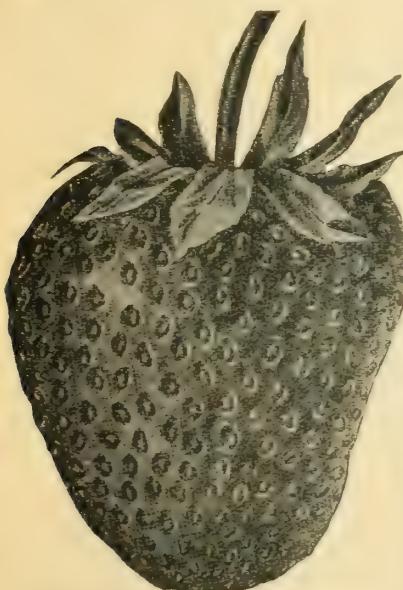


Townsend's  
Big Late.

## TOWNSEND'S

### BIG LATE

—A Townsend Introduction, introduced by us Spring, 1911, Big Late has been grown in every section where strawberries are grown and has proven itself a great money maker for the average grower. I have never tasted a better berry. It is surely the aristocrat of the standard varieties for quality. Plants are strong, erect, and hold the berries off the ground like cherries. No garden is complete without this grand variety. Fruit medium to large, bright velvet red and every berry looks like it has been varnished. Very few varieties equal it in production.



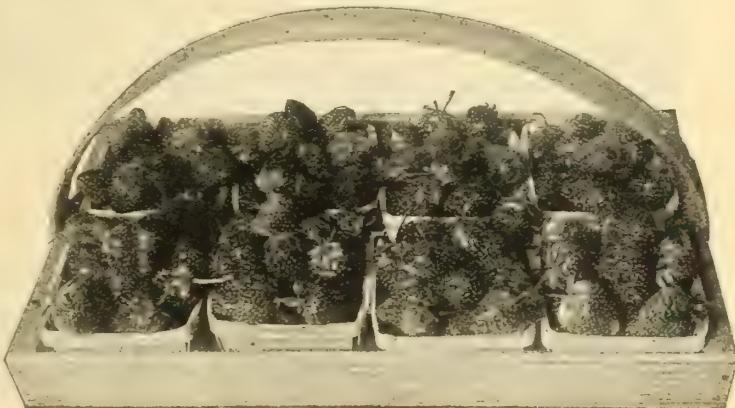
Wm. Belt, An Old-Time Favorite.

**GANDY** —Gandy is a very late variety and well known to most growers. Excellent quality. Very firm, and classed as one of the best shippers on the list. Gandy must be planted on low springy soil to do its best. When conditions are right Gandy is a valuable variety, as it has size, quality and appearance.

**Lupton** —A very large handsome berry and an excellent shipper. Compares in size with Chesapeake. Very attractive in appearance and a good seller on all markets. Makes plenty of strong vigorous plants. Not quite as productive as Chesapeake, but will hold size longer and nearly every berry good perfect one.

**McALPINE** —A very late valuable variety for high sandy soil. Does better on this kind of soil than any late berry we know of. Fruit medium in size, very prolific, and of excellent quality.

**PEARL** —This is said to be the latest strawberry on the market and insures a big crop of late berries that usually bring good prices. It blooms freely and opens its buds very late, generally late enough to avoid all late frosts. The berries are enormous, of very dark red with prominent yellow seeds, remarkably firm. Comes into bearing very late in June or July in the North.



Gandy.

### WORLD'S WONDER

—Where an over-sized berry is wanted, World's Wonder will fill the bill. One of the largest and ugliest berries on the list. I have seen these berries as large as 10 inches around, seven berries filling a quart basket. The flavor is very mild and sweet; flesh soft, suitable only for home use or local market. Very productive and a good grower. We sell millions of these plants every year.

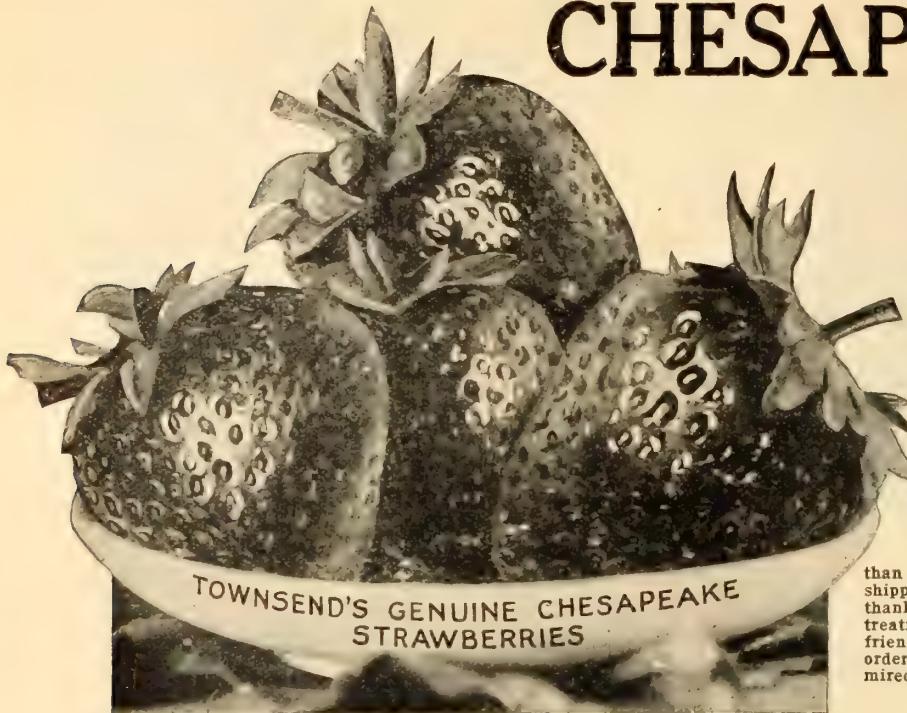
### Wm. Belt

—A very large dark red berry of excellent quality; one of the leaders for home use. Very productive and a good shipper. The Belt has been on the market a good many years and is still popular.

#### Lucky Strike a World Beater

MR. J. P. ASHER, Portland, Me., writes: Your Lucky Strike and Mastodon are the greatest berries I have ever grown or seen grown. I cannot see how any one would think of planting any other kind of plants after they once grew these two varieties from you. We get enough berries from the fall crop to more than pay for plants and all growing expenses, besides having plenty fresh berries for over five months in the year. And in the spring we have found nothing as good for the spring crop. Lucky Strike is a world beater for a spring crop.

# CHESAPEAKE



*One of  
Our Big  
Specials*

Lockport, New York,  
May 3, 1928.

Dear Sirs:—I have been handling strawberries for the past 50 years—and no man can raise better plants than the 30,000 Chesapeake you shipped me. Please accept my thanks for the fine plants and good treatment received from you. My friends will give you some nice orders next year, as they all admired my plants.

I remain yours,  
R. H. YOUNG.

**CHESAPEAKE** —Still the favorite late berry with a majority of growers. For the past ten years we have made the growing of Chesapeake plants a specialty, every year increasing our acreage and every year finding ourselves sold out before the end of the season. Last year we had forty acres of Chesapeake plants all well set and a particular fine lot of plants. Yet we did not have enough. This time we have planted fifty acres, and the plants are all extra fine but not as heavy set as last year. **BOOK YOUR ORDER EARLY.** We are now booking orders for Chesapeake plants, before our Catalogue is given to the printers. Lots of our customers will have no other late variety, and they are always early in placing their orders so as to be sure of getting TOWNSEND'S CHESAPEAKE PLANTS. To most of our customers and friends Chesapeake needs no description, but for those who are new in the business we briefly describe it as follows:

QUALITY comes first with Chesapeake. It is simply delicious.

COLOR: A beautiful rich glossy red.

SIZE: Berries are very large and hold their size well.

FIRMNESS: Firm enough to be classed as a good shipper.

HEALTHY: One of the cleanest, healthiest plants on the list.

PRODUCTIVENESS: There are very few late varieties that will outyield it. Sets just enough fruit to mature all to good size.

PROFITABLE: You will always find Chesapeake quoted on the market at the top figure.

GREATEST WEAKNESS: On some soil Chesapeake will not make the desired number of plants wanted. Plant on rich or medium rich springy soil and it will afford plenty plants to make a good matted row.

**MR. JOHN ANDERSON of New York State writes:**

You say that Chesapeake does not afford a great number of plants—I wish that you could see mine. I bought 10,000 plants of you last year and planted them all in one acre setting very close in the row. I not only have a row full of plants, but the whole field full. And they are the largest, healthiest Chesapeake plants I ever have grown, and I have been growing Chesapeake for over ten years. I have never seen any plants that have the vigor that TOWNSEND'S plants have. I never have any trouble getting a good bed with any of your varieties. Some neighbors told me I had too many plants, that my fruit would be small. But they changed their mind after fruiting season came on. I have never seen larger berries than I have harvested this season.

**MR. ELIAS MANNEY of Vermont writes July 15th:**

I bought 10,000 Chesapeake plants spring 1928—5,000 from you and 5,000 from another grower. All received and set out same week. I hoed and cultivated them all four times over. Then plowed up the other fellow's part. From your 5,000 plants I have picked and sold over 5,000 quarts of the finest berries I have ever grown. I paid you \$27.50 for your 5,000, and paid the other fellow \$25.00—so by saving \$2.50 I have lost over \$650.00. From now on it's TOWNSEND'S Plants or nothing for me.

**MR. J. D. SMITH, McKeesport, Pa., writes:** Am well pleased with Townsend's plants. You ought to furnish your customers with advertising signs to place in the patches and small labels to paste on the baskets so people who buy berries would know that they came from Townsend's plants.

# Everbearing Strawberries

## THE BIG QUICK MONEY CROP

EVERBEARING STRAWBERRIES have now taken their place as a quick money making crop throughout the country for the growers who have been in doubt as to their ability in making the Everbearing Strawberries pay. This doubt has been overcome with the introduction of such varieties as the Mastodon and Lucky Strike Everbearing. Our customers are reporting from four to twelve hundred dollars on a small investment, while others advise us that they sell all their crop right at the patch for 50 to 60 cents a quart throughout the season. Everbearing Strawberries are ready for picking within two months after setting, and therefore is a good crop for **Combination Plantings**.

As our customers state when setting a large acreage to the standard spring fruiting varieties: with a part of the space devoted to the Everbearing they pay all expenses of cultivating the Spring crop with a good profit left over, in this way financing the main crop with the Everbearing, giving them a much larger acreage of Strawberries with little outlay in cash.

**FOR THE HOME GARDEN.** We cannot really say that a Garden is complete unless there are Everbearing Strawberries in it, that you may have the pleasure of picking these large delicious berries fresh from the vines all during the summer and fall months. A small investment in Everbearing will bring you big dividends in the pleasure of having this great fruit when it is at its best, while thousands of our customers are setting enough for their home use and having surplus berries to sell locally at a good price, where the demand always exceeds the supply.



Picking Lucky Strike in November.

## Lucky Strike

### The Aristocrat of All the Everbearing Strawberries

After the Introduction of the Mastodon, there was so much attention being paid to that berry, and such wonderful claims being made that we lowered our price on the Lucky Strike to correspond with Mastodon. Thousands of our customers have tested both varieties side by side and have found Lucky Strike to equal Mastodon in practically every respect, and to greatly surpass it on quality.

We have been very modest in our claims for Lucky Strike. Our customers have done most of the boasting. We do claim that it is the most worthy Everbearing Strawberry that has ever come to our attention both as an everbearer and a spring crop. In a test plot Spring 1928 Lucky Strike was given the highest award on the three main qualities that go to make up a strawberry—namely Quality of Fruit, Size and Beauty, as well as Productiveness. In this test plot were all the very best late and midseason sorts. When I tell you that Lucky Strike is not only the best Everbearing Strawberry, but the best variety for spring crop that we have tested on our farms in the past thirty years, I am speaking the truth as I have found it, and am not making this claim in order to sell any more Lucky Strike plants. As we have not one-tenth enough of these plants this year to fill our orders.

#### PRICES OF LUCKY STRIKE PLANTS

25 Plants	50 Plants	100 Plants	200 Plants	250 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
\$2.00	\$3.00	\$5.00	\$9.50	\$11.00	\$12.00	\$14.00	\$15.00	\$30.00

**World's Champion** Everbearing—The World's Champion has pleased a great many growers, and is especially valuable as a home garden variety. It is a heavy producer of medium-sized berries of the very best eating quality, too well known to need a lengthy description.

**MASTODON EVERBEARING**—For full information on Mastodon, see pages 16-17. For Complete Prices of STRAWBERRY PLANTS, see page 30.

**PROGRESSIVE Everbearing**—Was the first real everbearing strawberry, and for a long time was highly advertised and spoken of. Since the introduction of such varieties as Lucky Strike and Mastodon it is not so largely planted. Fruit is small to medium size, of excellent quality. Recommended only for home use at this time. It is a good strong grower and produces a good quality of berries on good rich moist garden soil.

MR. J. C. LUCK, Moundsville, W. Va., writes: Your plants received O. K. as usual. Mightily well pleased with your plants. You boys certainly know how to grow good plants.

# TOWNSEND'S GARDEN COLLECTIONS

## LET US HELP YOU GET STARTED

Here we have some mighty fine Gardens at a big saving to you. These planted this spring will soon furnish you with all the fine strawberries you can use; and more besides, depending on the number of plants that you purchase. If you do not see any on this page that you like, drop us a line telling us how much space you have, and what you want to do; and we will give you our advice on just how many plants you will need and the cost. Don't let this opportunity slip by. Let's make some money out of berries this coming year. You can do it and will be surprised at the Big Profits there are; not counting the fun in growing them. **PLEASE ORDER COLLECTIONS BY NUMBERS.**

### A Garden of Big Berries

#### No. 1

These varieties are of the very best quality and will please you in every respect; a collection exceptionally fine for shortcake and canning; covers season of ripening from early to late.

100 PREMIER Extra Early

100 EATON Medium Early

100 BIG JOE Medium Late

100 CHESAPEAKE Very Late

CATALOGUE VALUE . . . . . \$4.00

Free Delivery.

SPECIAL

PRICE  
\$3.85



### Our Spare Time Garden

#### No. 10

Produces from Extra Early to Very Late

We have combined these fine varieties for the man or woman who has a little spare time during the day for out-door work. With a little attention and proper care one can realize a tremendous profit from this Garden, and will in no way interfere with your regular work. A garden that will produce fine rich red berries that will be easy to dispose of.

200 Premier . . . . .	Special Price <b>\$7.95</b>
200 Dr. Burrill . . . . .	
200 Big Joe or Gibson. . . . .	
200 Townking . . . . .	
200 Ford or Gandy. . . . .	

CATALOGUE VALUE, \$10.95

Free Delivery.



The Women Folks Are Making A Success in Growing Strawberries.

### A Home Garden Planting Collection No. 4

25 Everbearing Red Raspberry

Special  
Price

6 Best Blackberry Plants . . . . .

6 Best 2 yr. Grape Vines . . . . .

50 2 yr. Asparagus . . . . .

12 Choice Rhubarb Roots . . . . .

**\$6.65**

100 Strawberry Plants . . . . .

(including 50 Everbearing)

CATALOGUE VALUE, \$9.25

Free Delivery.

### A Garden Fit For a King

#### No. 5

#### ALL NEW VALUABLE VARIETIES

100 Mastodon Everbearing . . . . .

Special  
Offer  
Price

100 Townking Very Late . . . . .

100 Aberdeen Medium Late . . . . .

100 Premier Extra Early . . . . .

100 Cooper Medium Early . . . . .

**\$6.60**

CATALOGUE VALUE, \$7.40

Free Delivery

# TOWNSEND'S GARDEN COLLECTIONS

## FOR FRESH FRUIT AT LOW COST

### Townsend's Own Choice Strawberry Collection No. 2

We are making this collection of 500 plants owing to the fact that thousands of our customers each year send in their order and leave the selection to us. We at all times give extra value in making these collections, selecting varieties adapted to their soil and climate, saving our customers a considerable amount of money each year. Where no special varieties are wanted, we advise this collection for all. Kindly advise us if for home use or market purpose, or both.

100 Best Extra Early  
 100 Best Early  
 100 Best Medium to Late  
 100 Best Late  
 100 Best Very Late  
 CATALOGUE VALUE \$6.00  
 Two Collections:  
 1000 Plants . . . . . \$7.00  
 Free Delivery.



### Our Special All Season Garden No. 7

This Garden consists of varieties that will produce a wonderful crop of Big Red Berries from early in the spring, and will also give you extra fruit on the Everbearing the following fall. An extraordinary value. Perfectly hardy, will fruit anywhere.

50 Premier . . . . .	\$ .60	Special Price
50 Dr. Burrill . . . . .	.50	
50 Everbearing . . . . .	1.50	

**\$2.25**

Catalogue Price. . . . . \$2.60  
 Free Delivery.

### Home Garden No. 9

50 Dr. Burrill . . . . .	Only \$3.25
50 Ford . . . . .	
50 Aberdeen . . . . .	
50 Big Joe . . . . .	
25 Lucky Strike Everbearing . . . . .	

Free  
Delivery

CATALOGUE VALUE, \$4.50



Mrs. Strole of Albany, Ind. in Her Profit Making Garden Which Netted \$138.45.

### A Profit Making Garden No. 6

Will furnish all the fruit that you wish for the table; canning; preserving; with an **extra surplus** to sell. These varieties are noted for their producing qualities, fruiting from early to late.

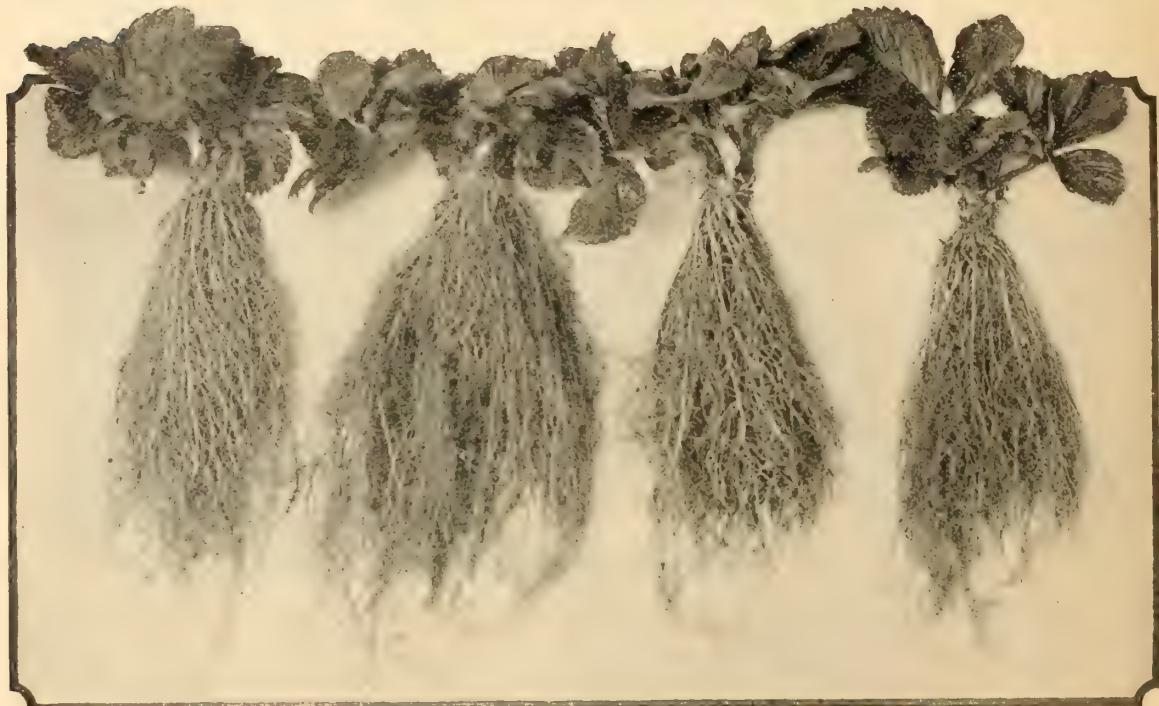
100 Premier Extra Early . . . . .	Special Free Delivery Price
100 Dr. Burrill Medium Early . . . . .	
100 Aroma Medium Late . . . . .	
100 Ford Late . . . . .	
100 Chesapeake Late . . . . .	

**\$4.30**

CATALOGUE VALUE, \$4.90

# Set Our Selected New Ground

Fresh Dug, Properly Trimmed, Every Bundle Labeled



## TOWNSEND'S QUALITY PLANTS

Have been carefully grown under the direct supervision of one of the Townsends, and nothing has been spared to develop a plant that will produce greater yield for our customers. Extra heavy double fruit crowns and a heavy mass of roots like the photograph above is the kind of plants that you will receive from us—which is sure to please you and make you bigger profits on your berries.

## PRODUCES LARGER FRUIT - BRINGS FANCY PRICES

Our customers write us that they always command highest prices on the market for their fruit; which means a larger profit for them. There is nothing that will give the grower greater satisfaction than to be able to harvest a large crop of fancy berries—which he knows will always be in demand. Mr. Walthers, of Naples, N. Y., stated that his berries were the finest he ever saw; and could have sold more if he could have had them. Mr. M. H. Warner, Manchester, Conn., states that he picked 9000 quarts of the finest berries he had ever picked. Thousands of our customers will state that it pays them to buy Townsend's-Quality-Plants, for they have no trouble selling the big yields of Fancy Fruit our plants produce.



### TOWNSEND'S PLANTS

Connellsville, Ind.

February 12, 1929.

Gentlemen:—

- Enclosing picture of my Strawberry patch grown from your plants this year. And I want to say, Mr. Townsend, that I am very proud of this field and expect a good yield from them; the credit of which goes to you sending me such fine plants with such wonderful root system. The Secretary of the Indiana Horticultural Society saw these plants and remarked that he had not seen any better in the State. There is no trouble in getting your plants to grow—if one sets according to your directions.

Sincerely yours,

F. A. KENNEDY.

# Plants For Greater Profits

Packed To Reach You In a Good Growing Condition

## NUMBER OF PLANTS REQUIRED

To Set an Acre at a Given Distance Apart

ROWS	PLANTS
24 inches apart	12 inches in row.....20,000
30 inches apart	12 inches in row.....17,000
36 inches apart	12 inches in row.....14,000
42 inches apart	12 inches in row.....12,000
36 inches apart	18 inches in row..... 9,500
42 inches apart	18 inches in row..... 8,000
48 inches apart	18 inches in row..... 7,000
48 inches apart	24 inches in row..... 6,000
48 inches apart	36 inches in row..... 5,000
24 inches apart	24 inches in row.....11,000
30 inches apart	30 inches in row..... 7,000

For hill culture rows should be either 24 inches, 30 inches, or 36 inches, and plants set 18 inches in row.

For matted row system, rows should be either 42 or 48 inches; plants set 18 inches to 24 inches in row.



Plowing New Ground Turf After Stumps Have Been Removed.



Pitman, Penna., March 28, 1929.

Gentlemen:—

Received the plants yesterday. Thanks. They are the finest I believe I have ever planted, and have so told all my neighbors, and rest assured you will get my order next year, and many more from this section—due to your good plants, service, and your fairness in your dealings.

Yours truly, F. A. FORMAN.

## From Now On It's TOWNSEND'S PLANTS

Hundreds of growers write us to this effect every year. After buying plants from every section, and from the different nurseries, they all say "From now on it's Townsend's Plants for me."

MR. H. W. MCKINLEY, Monongahela, Pa., writes: We sold over 5,000 quarts from three-quarters of an acre. And if they had all been Townsend's plants would have had considerable more. From now on it's Townsend's plants for me.

MRS. GEO. E. HAMILTON, Bethards, Iowa, writes: I must write and tell you how beautiful our strawberries are from the plants purchased from you last spring. I have never had such results before. You were highly recommended to us as reliable growers of good plants. And I am surely a pleased customer, and will keep right on recommending Townsend's plants.

M. E. WILSON, Lowville, N. Y.: I received all plants in fine condition. I am writing to let you know how well I am pleased with Townsend's plants and prompt service. This is my first venture.



M. I. WIENER & SONS, Monsey, N. Y., writes June 19th: We are now picking the Premier we got from you last year. We have a very nice crop.

MR. H. F. HALL, Galian, Ohio, writes: Never received finer plants. Hope to send you another order next year.

MR. CARL L. SCHELPPI, Columbus, Ohio, writes: Lost only three plants out of 500. You certainly sent me fine plants. I am proud of them.

## From a New Customer

MR. F. A. MORILL, Foxboro, Mass., writes: Thanks for such a nice lot of raspberry plants. They are very satisfactory. Will come again.

## From a New Customer

MR. ASBURY, Riedenes, Flora, Ind.: Thanks for fine plants. Many extras.

MR. G. H. HUSTON, Ford City, Pa.: Plants came all right. Fine plants as usual.

# Everbearing Mastodon

Our  
Fourth Big Crop  
of Mastodon is On

## TOWNSEND'S GENUINE 100 PER CENT MASTODON

There's a Reason Why Our Customers Increase  
Their MASTODON Planting Each Year

We do not have to tell our customers how good MASTODON is, or put on a circus style of advertising in order to sell all the plants we can grow.

We have never made claims as big as some growers do, such as 18 berries fill a quart, and lots of other stuff. But our customers come back year after year and buy our plants, telling us that we produce the best MASTODON plants they have ever seen. Season 1929 we had sixty acres planted to MASTODON. Long before the season was over we were returning money and turning down orders by the hundred of thousands of plants.

This year 1930 we have grown over seventy-five acres and have to offer the largest stock of plants we have ever had, but we do not expect to have any plants left over.

Growers who bought MASTODON in hundred lots three years ago are now buying them in lots of several thousand.

### MASTODON IS NOT ONLY A GOOD EVER-BEARING BUT A FINE SPRING BEARING VARIETY

Growers who first planted MASTODON for a fall crop only now know that it is among the very best spring varieties, and they are getting more than twice as many berries from an acre of ground now in twelve months as they did with standard varieties. We have hundreds of growers and possibly thousands who are growing nothing else but MASTODON and LUCKY STRIKE Strawberries.

The fall crop pays all expenses and a handsome profit. Besides, the spring crop comes along and is velvet.

### GROW MASTODON FOR QUICK MONEY CROP

MR. EVERETT ADAMS of New Jersey has been growing MASTODON for several years. He has made big money growing them. Mr. Adams cannot grow as many berries as he can sell at a big price. So he is making weekly trips to the TOWNSEND'S FARMS taking back with him loads of our MASTODON and LUCKY STRIKE berries. These berries put up as Mr. Adams puts them up bring \$1.25 to \$1.50 per quart throughout the summer and fall season. Mr. Adams states that he has purchased plants from Michigan to Maryland, but has found no strain of MASTODON plants as good as Townsend's.

We prefer to let our customers do some of the talking. This gives us more time to grow good plants.

### MASTODON EASY TO GROW

We recommend Spring planting only.

Set plants as early in spring as possible on good rich garden soil.

Keep the rows free of weeds and middles cultivated every week during the entire growing season.

Pick off all blossoms until July 1st—then let them fruit balance of summer and fall. If mulching is handy it is a good plan to mulch the plants after first hard freeze, raking this off between the rows in early spring. And treat same as ordinary standard varieties in your section for spring crop. An application of a good well balanced fertilizer as soon as the mulch is taken off directly on the beds will be helpful unless soil is very rich.

MR. R. W. HILDRETH, Gardner, Maine, writes:

Find enclosed \$15.00. Please ship me another 1000 MASTODON plants. From 2900 of your plants set I picked 3600 quarts. I do not believe that this record has been beaten in this State.

TOWNSEND'S PLANTS for me.

MR. HERBERT McFAWN, East Way, Mass., writes:

MASTODON beating the other varieties; sold the bulk of my crop at very top price. How soon can I get some more MASTODON plants.

1011

**THREE FULL CROPS IN 18 MONTHS**  
Here Is How They Do It

Set plants in early spring—pick first crop August to late November. Pick second crop the following June. Pick third crop August to winter.

Point Breeze, N. Y., August 25, 1929.

Gentlemen:—We have had wonderful success with TOWNSEND'S STRAWBERRY PLANTS. I had to leave the old homestead in Pennsylvania. But am still growing the MASTODON here in my garden; planted 500 this spring and they are showing up wonderful now. You people have always treated me fine and I never fail to speak a good word for your plants and your service.

MRS. F. B. GARTLAND.

Wallingford, Conn., April 10, 1929.

Dear Sir:—Received your plants last week—all set out—and they were the finest plants I ever saw. Those MASTODON and PREMIER were wonderful to look at. Don't see how you grow such plants. Best wishes. If I live will order more.

MR. ISADORA McCARTHY.

Plains, Ohio, April 6, 1929.

Gentlemen:—Grape vines arrived in fine order, and mighty fine plants. Well pleased with them. Sorry did not order my MASTODON berry plants from you. Plants I ordered from Michigan look like they were taken from old fruiting beds. I shall give you all my orders next time.

MR. JOB W. KING.

A Single Mastodon  
Plant  
Produces 3 Quarts  
of Berries  
From August 15th  
To September 15th

More Than 100  
Green and Ripe  
Berries  
Counted On This  
Plant at One Time  
Sold For \$2.25

Another  
World's Record  
For  
TOWNSEND'S  
PLANTS



One of Our Fields of MASTODON Where Your Young Plants Will Be Dug For Spring 1930 Delivery.

MR. EDW. X. DICKINSON, Shiloh, N. J., writes: Several years ago I began ordering your plants. They were always true to name and strong, healthy plants. I tested them by the side of other grower's plants and there was a decided difference in your favor. I have recommended your firm to lots of growers and so far as I know they have all been pleased.

MR. JAMES W. RAAB, Dallastown, Pa., writes: In April, 1928, I purchased 5,000 Chesapeake plants from you. The blossoms were killed back twice in May. But after all this I sold for \$489.92.

**From a New Customer**

MR. WM. B. TAYLOR, Cleves, Ohio, writes: Received the berry plants ordered from you April 1st. They were the cleanest and best plants we ever bought. I thank you for such stock, also the extra plants, and will remember you in the future.

MR. G. M. FRENCH, Brunswick, Ohio: Raspberry plants and strawberry plants received in fine order and mighty well pleased with my first order to you. Think that I will send for others. Best wishes.

MISS ADA SIMPSON, Beverly, Ohio: Please find enclosed stamps in payment for postage on my garden collection. I received such wonderful fine plants I want to pay the postage.



TOWNSEND'S GENUINE MASTODON PLANT IN FRUIT (1/4 Natural Size)



# Everbearing Mastodon

Our  
Fourth Big Crop  
of Mastodon is On

## TOWNSEND'S GENUINE 100 PER CENT MASTODON

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MASTODON is, or put on a circus style of advertising  
in order to sell all the plants we can grow.

We have never made claims as big as some growers do, such as 18 berries fill a quart, and lots of other stuff. But our customers come back year after year and buy our plants, telling us that we produce the best MASTODON plants they have ever seen. Season 1929 we had sixty acres planted to MASTODON. Long before the season was over we were returning money and turning down orders by the hundred of thousands of plants.

This year 1930 we have grown over seventy-five acres and have to offer the largest stock of plants we have ever had, but we do not expect to have any plants left over.

Growers who bought MASTODON in hundred lots three years ago are now buying them in lots of several thousand.

## MASTODON IS NOT ONLY A GOOD EVER-BEARING BUT A FINE SPRING BEARING VARIETY

Growers who first planted MASTODON for a fall crop only now know that it is among the very best spring varieties, and they are getting more than twice as many berries from an acre of ground now in twelve months as they did with standard varieties. We have hundreds of growers and possibly thousands who are growing nothing else but MASTODON and LUCKY STRIKE Strawberries.

The fall crop pays all expenses and a handsome profit. Besides, the spring crop comes along and is velvet.

### GROW MASTODON FOR QUICK MONEY CROP

MR. EVERETT ADAMS of New Jersey has been growing MASTODON for several years. He has made big money growing them. Mr. Adams cannot grow as many berries as he can sell at a big price. So he is making weekly trips to the TOWNSEND'S FARMS taking back with him loads of our MASTODON and LUCKY STRIKE berries. These berries put up as Mr. Adams puts them up bring \$1.25 to \$1.50 per quart throughout the summer and fall season. Mr. Adams states that he has purchased plants from Michigan to Maryland, but has found no strain of MASTODON plants as good as Townsend's.

We prefer to let our customers do some of the talking. This gives us more time to grow good plants.

### MASTODON EASY TO GROW

We recommend Spring planting only. Set plants as early in spring as possible on good rich garden soil.

Keep the rows free of weeds and middles cultivated every week during the entire growing season.

Pick off all blossoms until July 1st—then let them fruit balance of summer and fall. If mulching is handy it is a good plan to mulch the plants after first hard freeze, raking this off between the rows in early spring. And treat same as ordinary standard varieties in your section for spring crop. An application of a good well balanced fertilizer as soon as the mulch is taken off directly on the beds will be helpful unless soil is very rich.

MR. R. W. HILDRETH, Gardner, Maine, writes:

Find enclosed \$15.00. Please ship me another 1000 MASTODON plants. From 2900 of your plants set I picked 3600 quarts. I do not believe that this record has been beaten in this State.

TOWNSEND'S PLANTS for me.

MR. HERBERT McFAWN, East Way, Mass., writes: MASTODON beating the other varieties; sold the bulk of my crop at very top price. How soon can I get some more MASTODON plants.



One of Our Fields of MASTODON Where Your Young Plants Will Be Dug For Spring 1930 Delivery.

MR. EDW. X. DICKINSON, Shiloah, N. J., writes: Several years ago I began ordering your plants. They were always true to name and strong, healthy plants. I tested them by the side of other grower's plants and there was a decided difference in your favor. I have recommended your firm to lots of growers and so far as I know they have all been pleased.

MR. JAMES W. RAAB, Dallastown, Pa., writes: In April, 1928, I purchased 5,000 Chesapeake plants from you. The blossoms were killed back twice in May. But after all this I sold for \$489.92.

### From a New Customer

MR. WM. B. TAYLOR, Cleves, Ohio, writes: Received the berry plants ordered from you April 1st. They were the cleanest and best plants we ever bought. I thank you for such stock, also the extra plants, and will remember you in the future.

MR. G. M. FRENCH, Brunswick, Ohio: Raspberry plants and strawberry plants received in fine order and mighty well pleased with my first order to you. Think that I will send for others. Best wishes.

MISS ADA SIMPSON, Beverly, Ohio: Please find enclosed stamps in payment for postage on my garden collection. I received such wonderful fine plants I want to pay the postage.

### THREE FULL CROPS IN 18 MONTHS Here Is How They Do It

Set plants in early spring—pick first crop August to late November. Pick second crop the following June. Pick third crop August to winter.

Point Breeze, N. Y., August 25, 1929.  
Gentlemen:—We have had wonderful success with TOWNSEND'S STRAWBERRY PLANTS. I had to leave the old homestead in Pennsylvania. But am still growing the MASTODON here in my garden; planted 500 this spring and they are showing up wonderful now. You people have always treated me fine and I never fail to speak a good word for your plants and your service.

MRS. F. B. GARTLAND.

Wallingford, Conn., April 10, 1929.  
Dear Sir:—Received your plants last week—all set out—and they were the finest plants I ever saw. Those MASTODON and PREMIER were wonderful to look at. Don't see how you grow such plants. Best wishes. If I live will order more.

MR. ISADORA McCARTHY.

Plains, Ohio, April 6, 1929.  
Gentlemen:—Grape vines arrived in fine order, and mighty fine plants. Well pleased with them. Sorry did not order my MASTODON berry plants from you. Plants I ordered from Michigan look like they were taken from old fruiting beds. I shall give you all my orders next time.

MR. JOB W. KING.

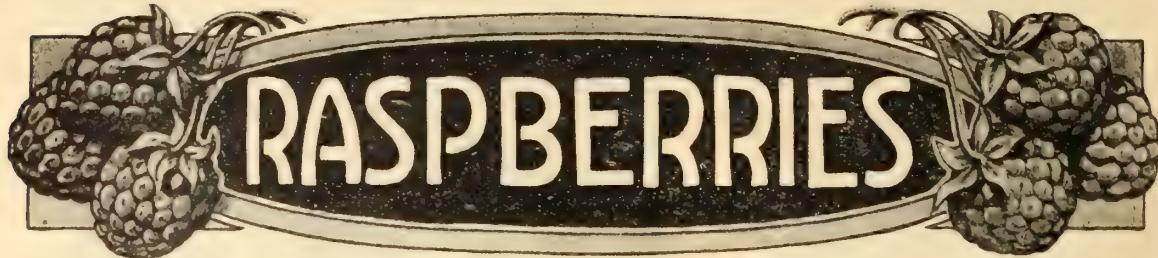
A Single Mastodon  
Plant  
Produces 3 Quarts  
of Berries  
From August 15th  
To September 15th

More Than 100  
Green and Ripe  
Berries  
Counted On This  
Plant at One Time  
Sold For \$2.25

Another  
World's Record  
For  
TOWNSEND'S  
PLANTS



TOWNSEND'S GENUINE MASTODON PLANT IN FRUIT (1/4 Natural Size)



## WHEN BUYING TOWNSEND'S SELECTED RASPBERRY PLANTS

### Fresh Dug Stock,

Direct from the fields, is what our customers receive. No cold storage stock that has been taken up in the fall and held until spring planting time will be offered our customers. Nothing but stock of the highest vitality that is

### State Inspected,

will be sent out; plants that have been grown in ideal climate and soil; propagated under careful supervision, with the one idea of growing a better plant than you can purchase elsewhere. Experienced growers demand our

### Fibrous Rooted

plants, knowing that with this extra growth of roots that our stock will start off much quicker after transplanting, and soon develop the fruiting wood, which is essential for a profitable crop. We have a fine stock of plants this year, and await your order, assuring you that Townsend's Quality Plants will please you and make you larger returns per acre.

One Setting Is Good for Years;  
Therefore Demand THE BEST STOCK When Starting Your Young Fields

The Red Raspberries fill in very nicely on the small fruit farm. Coming into bearing just after the Strawberry crop is over, and before the Black caps start, they are very easily grown. With rather stiff land their home, where they will produce great quantities of berries the following summer after set. Plants should be set 3 feet in the row, spacing the rows 6 feet apart, where they may be allowed to make a hedgelike growth, producing more fruit each year as the new canes form. One setting is good for several years.



**Katherine Everbearing Raspberries**  
In your Garden means berries 5 months in the year.

Towaco, N. J., March 15, 1929.

Gentlemen:—We wish to thank you for the fine looking Raspberry plants received from you. Healthier looking stock I have never seen, and if we do not make a success with them it will not be your fault. I have recommended you to Mr. Sewell, who is ordering 2,000 LATHAM from you today.

Yours truly, MR. N. LARSON.

Scottdale, Pa., April 10, 1929.

Dear Sirs:—Herewith enclosed find check for \$20.00, for which please forward Express at once 500 LATHAM RASPBERRIES. The stock received from you last year has made excellent growth, and should have some fine fruit this year. Your Raspberry Plants are all that you say they are, and more, too.

Sincerely yours, MR. R. S. WILLIAMS.

Milton, N. Y., March 23, 1929.

My dear Sirs:—The 250 KATHERINE and 500 CUTHBERT Raspberries arrived in fine condition, and I want to express my appreciation for sending us such nice stock and extra count on our order. We surely appreciate this service, and whenever we can say a word for TOWNSEND'S we surely will do so.

I am, Yours truly R. WENHAM.

Newark, Ohio, August 17, 1929.

Gentlemen:—Your Raspberry stock sent us year 1928 was received in fine condition, and we were more than pleased with the results of the NEW KATHERINE variety, as it gave us a nice crop of berries, and at this writing is loaded with berries and blossoms. We are selling direct to our friend's who are only too glad to get berries of extra quality, and willing to pay a fancy price for them. You may look for another order from us next spring.

MR. M. S. ETTERS.

## SUCCESSFUL GROWERS PREFER

**Townsend's Red Raspberry Plants**

Free from Disease

Make Quick Growth

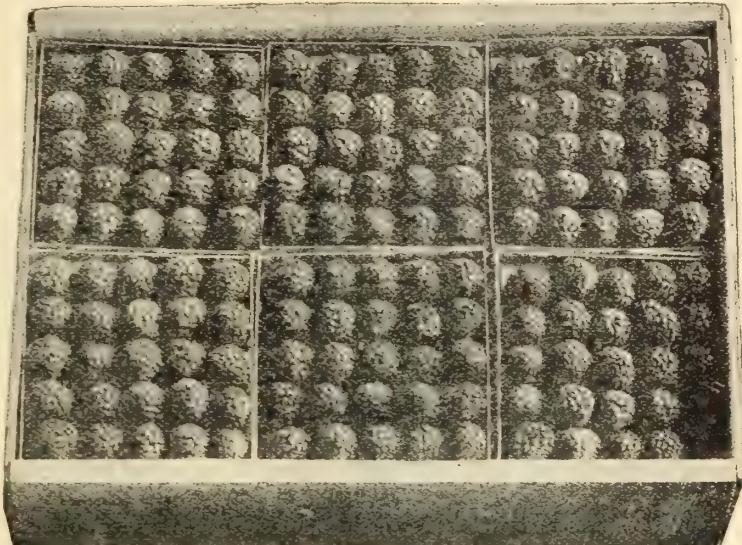
Heavy Producers

**LATHAM** —Hardy, vigorous grower; productive; long fruiting season. A sensational new variety. A new Red Raspberry that is winning great merits wherever it is grown, its merits having spread throughout the Middle and Eastern States. The high yielding ability is due largely to its resistance to Mosaic and other raspberry diseases. It is known for its hardiness and producing an abundance of the highest quality fruit: ripens evenly and holds up well throughout the season. Everyone interested in raspberries should give this variety a trial, as the Northern Agricultural colleges speak very highly of it.

**CUTHBERT** —An old-standing variety that can be depended on for a good crop of fine fruit, in most sections of the country. Bushes hardy and vigorous: does best in sandy loam. Berries retain their brightness long after picked; therefore affording long-distance shipping.

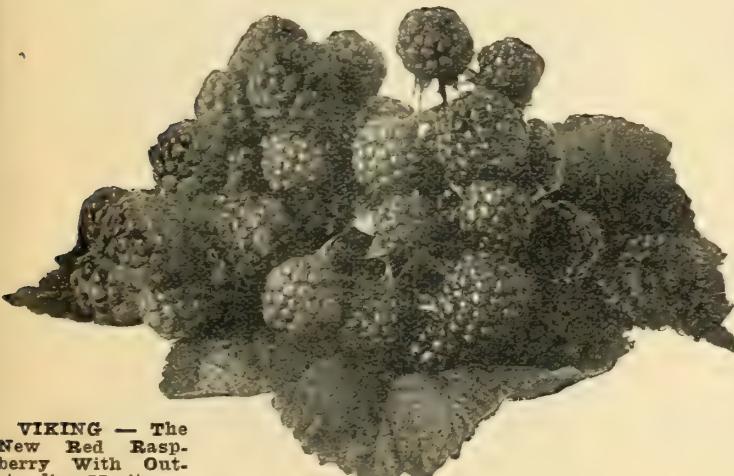
**VIKING** (New Red). Originated at Vine-land, Ontario. A cross of the Marlboro and Cuthbert. Has been successfully grown both in Canada and the United States, and has proved a wonderful productive variety of the very highest quality. Price: 6 Plants, \$1.75; 12 Plants, \$2.50; 25 Plants, \$4.50.

**Rathman** (New Red). Fruit of bright red color; fine quality; vigorous grower and heavy producer; same season as Cuthbert. Fruit much larger and more productive than the Cuthbert. A trial planting will convince you of the money-making qualities of this new Red.



**Herbert** —Rich highly flavored berries; being recognized as the most hardy variety ever introduced; being grown extensively in the Northern States.

**King Red** —One of the earliest varieties of Reds: plants very hardy and a wonderful producer of firm red berries of the highest quality; very easily picked and ripens about one week ahead of any other variety. Going into the market when prices are at the highest —a profitable variety to plant.



**VIKING** — The New Red Raspberry With Outstanding Merits.

**Everbearing Reds****KATHERINE** Everbearing—

(Recently introduced)—The best Red Everbearing Raspberry that we have ever grown. Like its parent (The St. Regis) it is a persistent producer from early spring to late fall. Berries very large and of firm quality. Prices—12 for \$2; 25, \$4; 50, \$6; 100, \$8.

**St. Regis** Everbearing—Market gardeners and fruit growers are making plenty of money from St. Regis, which will produce a crop 80 days after setting, and also another fine crop in September. It succeeds on all soils, light or heavy. Canes absolutely hardy, producing large quantities of delicious fruit; a valuable variety for market or home garden.

For Prices RASPBERRY PLANTS

See page 29.

TOWNSEND'S RED RASPBERRY PLANTS ARE PROFIT MAKERS



### QUALITY AND COSTS

Careful growing methods with modern machinery has improved our quality. Our customers' and employees' cooperation brings us near our goal—THE QUALITY PLANT.

QUALITY need not increase costs. Work done right the first time needs no correction.

Our aim for the coming years is to grow the best quality at the proper costs.



**Bunky Says, "Strawberries are his favorite dish."**  
Let the youngsters have plenty fruit, it's healthy.

### SETTING OF GOOD PLANTS SECRET OF SUCCESS

No matter in what part of the country Strawberries are raised there is one vital point that should not be overlooked—the setting of well developed plants with a fibrous root system, plants that have been grown for the one purpose of renewing your fruiting fields for the next season's harvest. Poor stands or weak off-springs are the results when small weak plants from the middle of rows are used, as practiced by some unsuccessful growers.

### CLEAN TRIMMING OF PLANTS

Plants received from the Nurseries well trimmed not only saves time when setting, but transportation charges as you are not paying for excessive decayed foliage on clean trimmed plants,



and very often a loss in plants by this excessive foliage heating in transit causing bud decay, or dried roots. This is an important part of our plant diggers each year in cleaning all plants thoroughly to help our customers further in making their harvest a bumper one.

### KEEP THE YOUNG FOLKS INTERESTED

Let the youngsters have a strawberry patch. Set a few grape vines or a small patch of raspberries. It will keep them interested on the farm; will not only give them experience and lead them on to bigger things, but will actually furnish them with spending money. We have thousands of orders every year from our customers who ask us to forward one of a Special Garden Collection for their boys who want to get a start in small fruit of their own this year. And as they want to start them off right, so as not to be discouraged in the beginning, have ordered Townsend's Quality Plants, as they have always given them best of results.

### Our Special Offer to You

#### 7 THE SEVEN WINNERS 7 AT A BIG SAVING

##### All Money-Makers—Big Crops of Big Red Berries Which Will Sure Bring The Profit

All money makers from start to finish. They have been tested by Home Gardeners, by Market Gardeners and Large Planters. Their popularity is still growing every year, as they produce BIG CROPS OF BIG RED BERRIES.

**Early—PREMIER and DR. BURRILL**  
**Mid-Season—ABERDEEN (New)**  
**AROMA and BIG JOE**

**Late—FORD and CHESAPEAKE**  
All Prepaid

100 each of above 7 varieties . .	\$ 7.00
250 each of above 7 varieties . .	14.50
500 each of above 7 varieties . .	21.00
1000 each of above 7 varieties . .	38.00

WHEN YOU WANT THE BEST - - - IT PAYS TO BUY

## Townsend's Black Raspberry Plants

Especially When You Are Sure of Getting Stock Free From Disease—Which Is So Important in Setting Out a Young Field. TOWNSEENDS Give You Quality

### Backed By Thirty Years' Experience

In producing plants of superior quality—plants that are dependable. A Raspberry Patch is good for years. Demand the best and let Townsend help you start right.

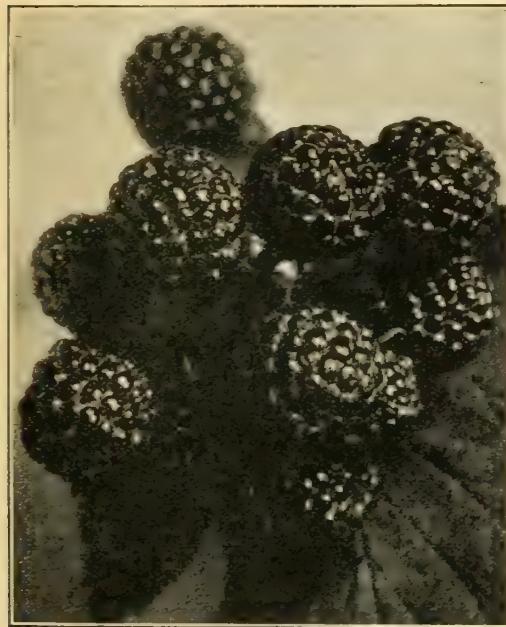
**CUMBERLAND** —In hardness and productiveness it is unexcelled by any other variety; in spite of the enormous size the fruit is very firm and will stand long shipments. Bush very healthy and vigorous, well adapted to supporting their large crop of berries; midseason variety.

**Honey Sweet** —Best variety for home use; fruit large and of a sugary flavor.

**BLACK DIAMOND**—A very hardy and prolific northern variety, grown extensively for local markets, owing to its high quality, flavor and attractive fruit.

**Logan** —The new Black Cap which is becoming the leading commercial variety. Growers in Ohio and Eastern Half of States have practically given up all other varieties of Black Caps. In comparison with Cumberland it is more disease-resistant; larger berry; earlier; better flavored and more productive. We invite your order early as our stock of this variety is limited.

**PLUM FARMER** —Is considered by large growers to be the best early Black Cap variety. Strong, vigorous, upright grower; healthy and very productive. Will withstand drought and cold. Berries very juicy, large and attractive. This variety will please you.



Plum Farmer—Best early blackcap raspberry.



Fibrous-Rooted Plants that will please you.

## Purple Raspberries

The Purple Raspberries are produced in the same way as the Black Caps and are grown extensively in the home garden, as they are unexcelled for canning, making jams or serving fresh for dessert.

**Cardinal Purple** —This new variety is not only a novelty but a berry of great merit. It has a growth of 10 feet and produces in proportion, pure flavored berries of a choice purple. We recommend this for every backyard grower. You will be pleased.

**COLUMBIAN PURPLE** Leading commercial variety of the purple type berries, fairly firm, dark purple, and a sprightly flavor; vigorous and productive.

### MR. ED. REESE

Marion, Ind.

Dear Sirs:—

Herewith enclosed is photo of my CUMBERLAND raspberries; we are well pleased with them, and thank you for your prompt care and shipment of order. In the future we will know where to get plants free from disease. Yours,  
ED. REESE.



# Townsend's Blackberry Plant

## FROM ROOT CUTTINGS

We do not sell any sucker plants, as our experience with them is far from satisfactory—when compared with plants grown from Root Cuttings, which produce much stronger canes, and far better quality fruit. Demand the best and order **Root Cuttings of Blackberry Plants from Townsend's**. Our stock is well rooted and will please you. Let us reserve your order for Spring Plants.

**Blower** —A grand berry of large size. Quality is good; flavor slightly acid. Ripens early. For many years a favorite with large growers.

**EARLY HARVEST** —Earliest to ripen and most productive of the early varieties, and demands the top of the market. We offer only selected strain of this variety.

**ELDORADO** —Most valuable variety for market or home use. Rich flavor with but little core. Finest quality of the Blackberry family.

**Macatawa** —The large jet black berries are sweet, juicy, entirely coreless, almost seedless. Plant this variety for highest quality. For home use or market. Produces over very long season.

**McDONALD** —Ripens midseason; coal black in color, and nearly thick as long.

**BEST OF ALL** —(Known as Russell B. B. in N. J.) A new

Blackberry that has been grown in the sandy soil section of New Jersey and, as stated by the N. J. Agric. Station, is very resistant to Orange Rust; outyielding all other blackberries that have been tried there. It will pay the Blackberry grower to order some of these plants, in which our stock is being supplied you direct from original plant.



Alfred.

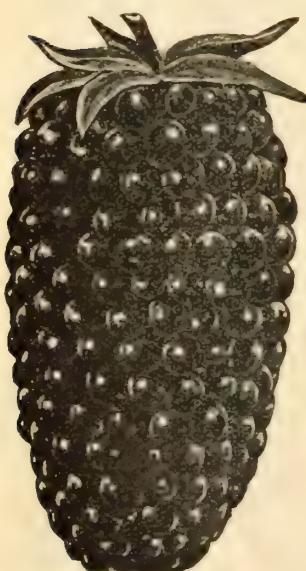
**ALFRED** —Recent introduction; midseason fruiting, extremely large big black berries, practically free from seeds and coreless; very sweet and juicy.

**MERSEREAU** —Early, very hardy; needs no protection whatever; canes strong and upright in growth; exceptionally sweet in flavor; without core. Not quite as early as Early Harvest.

## Dewberries, Selected Varieties

### Young Dewberry or Youngberry

This is not a novelty but a genuine money-making variety. Said to be a cross between the Loganberry and the Dewberry. A strong hardy plant grower. Should be grown in rows 8 feet wide each way. Will produce great quantities of large size good quality fruit. Color a dark wine, with a pleasing taste. Sells for big money on all markets that have received the fruit. Can be grown in any part of the country. Strictly hardy. Set plants this spring and harvest a full crop the following summer. Fruits a long season and is worthy a trial. Price of plants: 6 for \$2.50; 12, \$4.50; 25, \$8.00; 100, \$25; More than 100 plants at 100 rate.



Young Dewberry.

Folks are just beginning to realize the great value of dewberries both for profit and home consumption. Their large size and sweet flavor combined with their soft texture make them unexcelled. They can be planted in any soil, but prefer light sandy soil; placing them in rows 4 feet apart, spacing them 3 feet down the rows. They have a trailing habit, but can be cut off each year after fruiting and will produce new wood each year, which will increase in production for several years after setting with very little attention.

**AUS-LU** —That is a cross between the Austin and Lucreatia made on our farms and has the habit of both parents. One of the largest and sweetest dewberries grown as well as the most prolific. Easily grown and with a light mulch; is hardy in the Northern states. Ripens very early.

**Austin** —This variety is earlier than the Lucreatia but somewhat softer; is a good variety for the market gardener, bringing the attractive early prices. Fruit is very large and productive.

**Lucreatia** —The standard variety for the South, also largely planted in the North as it is very hardy; fruit large and firm; will stand long distance shipping. Ripens one week later than Austin.

SEE PAGE 29 FOR DEWBERRY PRICES

# Townsend's 2&3 Year Grape Vines



Dot Dean enjoying her favorite dish of Conards.

No place in the country is better situated for the growing of vigorous grape vine stock than is the Del-Mar-Va Peninsula. The long growing season produces an abundance of healthy roots and an extra strong body to the young plants. We will appreciate your order this year, no matter if for a single plant or enough to set a vineyard; assuring you of the best quality money can buy.

## Plant Grape Vines for Pleasure and Profit

No home planting is complete without Grape Vines; and lots of ready cash can be made on the farm by planting a thousand vines in some out-of-the-way place that is not paying expenses. Just try it. The Grape is easily grown and produces large returns for the time and effort expended.

### A WORD ABOUT VARIETIES

There are a number of good Grapes on the market, and as there are good, better and best, we are trying to grow and list the best. Varieties that will give satisfaction and produce profitable results:

**CONCORD** —Comes first with everybody. It is a sure, hardy grower, and a great producer on any soil or climate. You can make no mistake in planting largely to Concord. If you are in a hurry to grow some grapes, order some of our bearing age Concord, and you will have only a few months to wait. Color blue, bunches very compact, second early. The most extensively planted grape in America. (See inside back cover page for Concord bearing-age vines.)

**AGAWAM—Red.** A large grape, ripening with Concord. Sweet, with rich aromatic flavor. A rank grower, and very productive. One of the most reliable of Rogers Hybrids.

**Catawba** —Red. One of the latest grapes, and for this reason should be planted in every garden and every vineyard, to prolong the season. Size large, firm and sweet.

**Delaware** —Red. The standard of excellence. Bunch and berry medium compact. Flesh juicy, very sweet. Ripens early. Vines very hardy and productive. Requires good, rich soil.

See Page 29 for Prices Grape Vines.

### MOORE

—Black. A seedling of the Concord, but ripens a little earlier. Bunches very large. Will equal Concord in quality. Valuable for garden and vineyard.

### Niagara

—White. A magnificent grape, and very valuable for both garden and vineyard. Berries large, with tough skin, quality very good. Ripens fairly early. Rank grower; very productive. Popular North and South.

**WORDEN—Black.** A Concord seedling. Ripens a little ahead of Concord. Good quality and productive. Extra good for home use.

## The Four New Grapes With Outstanding Quality

### CACO

—The new red grape that is giving promise of becoming the leading Red variety. On our farms this year it was an outstanding variety, both as to flavor and size of fruit—holding fruit well after ripening.

Price—2-yr. Vines, 75c each; 3-yr. \$1.25

### PORTLAND

—New white grape developed by N. Y. State Experiment Station. Ripens earlier than any other known grape. Berries large and have that beautiful yellow color like the Niagara. Contains so much sugar that it can be eaten long before it is fully ripe.

Price—2-yr. Vines, \$1 each; 3-yr. \$1.50.

### FREDONIA

—Originated at N. Y. State Agr. Exp. Sta. Black; ripens very early; berries large, juicy and sweet, borne in large compact clusters; bunches are compact and very attractive.

Price—2-yr. Vines, \$1 each; 3-yr. \$1.50.

### ONTARIO

—White. Follows Portland very closely in ripening. An excellent blending of acid and sugar; hence the taste is sprightly and yet sweet. Vines strong, vigorous growers and very productive. Another of the N. Y. State Agr. Station's originations.

Price—2-yr. Vines, \$1 each; 3-yr. \$1.50.

## Our Special No. 8 Vineyard Collection

Each and every home should have a few Grape Vines; and to help anyone who is not familiar with the varieties, we will select vines for you that will prove satisfactory in your section.

2 Best 2-yr. Black Grapes.....	Special
2 Best 2-yr. Blue Grapes.....	
2 Best 2-yr. Red Grapes.....	Price
2 Best 2-yr. White Grapes.....	

**\$2.25**

CATALOGUE VALUE, \$2.70

Free Delivery.

# CULTURAL DIRECTIONS

## COMPLETE CULTURAL GUIDE ON SMALL FRUITS SENT FREE WITH EVERY ORDER

HERE are so many different methods of growing Strawberries that it is useless to set down any special rule for our customers.

Most any soil that will grow good garden truck will produce good berries. Strawberries usually grow well after garden crops, also Potatoes, Soy Beans and Cow Peas. It is best to plow land late in the fall or very early in spring, and work over lightly with smoothing harrows just before plants are set.

Any method of setting plants is all right, just so the roots are set straight and same depth they were grown. Every plant should be practically level with the soil after being set out. Often and very shallow cultivation is the rule, keeping all weeds and grass out during the entire growing season.

### FERTILIZATION

If the soil is a good rich garden soil no fertilizer is required for the newly set plants. If the soil is thin we can recommend nothing better than raw bone meal—400 pounds per acre broadcast in the drill before the row is made up.

Frequent applications of any good fertilizer or fine barnyard manure may be sprinkled around the plants during the growing season. Chicken manure is one of the best for top dressing, but should be used sparingly, or mixed with good rich soil, as too much at one time will injure the plants. Never use a fertilizer with any potash in the mixture directly under the plants. This will be sure to kill most of them.

Potash mixtures may be applied after plants are set out without injury if not put directly on plants.

### PERFECT AND IMPERFECT VARIETIES

(See photographs herewith)

When an imperfect flowering variety is used for the main crop a perfect flowering variety of the same season should be planted at least every fourth to fifth row. This method insures proper pollination at fruiting time. For instance, if you plant Townsend's Big Late, you should set every fourth row to Ford, Townking, Chesapeake or some other good late perfect flowering variety.

**Setting Plants After Sod Land.** If no other site for the berry patch is handy, this may be done if the sod land is plowed early in the fall and limed. Allowed to stand in the rough during the winter, most of the grub worms that live in the sod will be winter-killed and the soil can be put in good condition the following spring by plenty harrowing and smoothing. Some grubs will be left, and you will lose some plants, but I have known elegant crops to be grown on such soil.

**Distance Apart to Set Plants.** Usually the rows are made three to four feet apart, depending on the variety and the cultural methods to be followed. Many growers plant in check rows at this time 30 inches one way, 36 the other way, and set plant in each check mark. And cultivate both ways for a time, using the Kruegers circle runner cutter. This is the least expensive way to grow berries, and the fruit is always larger and firmer, as it gets plenty sunshine and roots have more room to gather moisture. The old standard way is usually to mark rows three and a half feet apart, set plants from 15 inches to two feet apart, depending on the variety, and let the plants form a matted row. This method requires lots of hand work in pulling weeds during the growing season, as the first plants formed are left to root and multiply

the matted row. Some varieties do very well this way—like Chesapeake, Town King, Big Joe, and Premier. Other varieties, like Dunlap, Ford, Mc-Alpine often make too many plants for the matted row system, and fruit is smaller than it should be. These varieties should be set wider in the row and kept thinned out.

### TIME TO PLANT

Early spring is the most logical, natural, and most successful time to set Strawberry Plants. Don't neglect to set some Strawberry Plants this spring—thinking you can make it up by summer or fall planting. It can't be done, unless you have some plants growing on your own plantation that you can transplant.

Southern States can plant Strawberries with safety all winter months. The Middle States March and April, and for the Northern States April.

### Favorite Varieties for Northern and Middle States

Premier for early Big Joe, Dr. Burrill and Cooper, medium. Aroma, Paul Jones, New York, medium to late. For very late—Town King, Chesapeake, Ford, Lupton, Pearl, Wm. Belt, Everbearing, Mastodon and Lucky Strike.

### For the Southern States

For early berries—Townsend's Missionary, New Prince, Klondyke. For later berries—Aroma, Gandy, Lupton, Big Joe. For everbearing—Mastodon and Champion.

There are many other good varieties listed and should be tested out, but the varieties named above are the general favorites in the sections named.

### WHY EVERY HOME SHOULD HAVE A STRAWBERRY BED

I have never yet met a person who did not like Strawberries. Strawberries are much better gathered fresh from the vines. Little money is needed to start a bed.

The small kiddies, and the women folks will be glad to do most the hoeing and pulling grass.

The kids especially like this, as they get all the big juicy berries they can eat while they are at work (when the big Everbearing varieties are planted).

Many women are making their own spending money by planting an Everbearing Strawberry Garden

Returns come in quick after planting, and the profits are big.

Mrs. Carrie Townsend, of Maryland, made over \$500 last year from her Everbearing Garden—first year. This year she has eight acres and is now harvesting nearly a truckload of berries every other day. Her profits will run into the thousands this season. Mrs. Townsend used to be one of our office girls. She quit her job and went into business for herself. Needless to say that she started with Townsend's plants.

Good Strawberry patches help keep the boys and girls on the farm.

Any good garden soil will produce Strawberries successfully.

Nothing will help sell a farm like a good Strawberry patch.

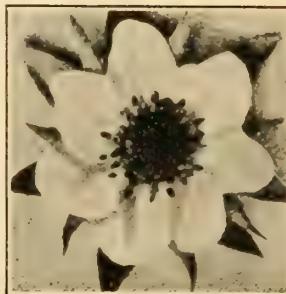
Plant Strawberries between the rows of young trees. They will pay all the cost of bringing the young orchard into bearing.

If you are convenient to a good road you should grow several varieties of Strawberries, enough to cover the entire season from June 1st to November 15th; also other small fruits and flowers.

The roadside stand makes a dandy market for fruits and flowers. TRY IT.



An Imperfect Blossom.



A Perfect Blossom.

## TOWNSEND'S CHOICE ASPARAGUS

Being the first vegetable to come in the Spring always brings a high price on the markets. Stocks being delicious and very healthful, every garden should have a generous supply, and when properly set and cared for will last a lifetime. Set in trenches 10 inches deep and 4½ feet apart; spacing in rows by spreading out 12 to 15 inches apart, cover with about 4 inches of soil and work additional soil around plants as they grow out. Very easily grown and any surplus can readily be sold to the neighbors. Big profits are being made on beds of no more than one-half acre. (5000 plants will set an acre.)

**MARY WASHINGTON** —A strain selected from the Washington variety; much heavier stocks and greater producer than the original Washington variety. Practically frost-resistant.

**Martha Washington** —A heavy yielding strain producing uniform long tender shoots; grows very rapidly. An excellent variety for market gardener or home use.

**PALMETTO** —An old variety; preferred by many commercial growers; stocks very large, tender and juicy.

**Barr's Mammoth** —A variety of exceptionally fine quality. Stocks of great size; very juicy and of excellent flavor.



Mary Washington.

**PEDIGREED WASHINGTON** —A new strain from the Mary Washington, having been selected for its large stocks of bluish green, and rust-resistance qualities. One of the best varieties of Asparagus.

### Prices of Asparagus Roots

**Extra Strong Selected Crowns**—One, Two and Three-Year Sizes

	25.	100.	250.	1000.
Mary Washington, 1 year.....	\$ .75	\$1.75	\$3.50	\$10.00
Mary Washington, 2 year.....	1.00	2.50	5.00	16.00
Mary Washington, 3 year.....	1.50	3.00	6.00	20.00
Martha Washington, 1 year.....	.75	1.75	3.50	10.00
Martha Washington, 2 year.....	1.00	2.50	5.00	16.00
Martha Washington, 3 year.....	1.50	3.00	6.00	20.00
Pedigreed Washington, 1 year.....	1.00	2.50	5.00	16.00
Pedigreed Washington, 2 year.....	1.50	3.00	6.00	20.00
Palmetto, 1 year.....	.50	1.50	3.00	8.00
Palmetto, 2 year.....	.80	2.00	4.00	12.00
Barr's Mammoth, 1 year.....	.50	1.50	3.00	8.00
Barr's Mammoth, 2 year.....	.80	2.00	4.00	12.00

500 Plants at 1000 rate. Ask for special prices on lots of 5000 or more.

Asparagus by Parcel Post, add 10c for each 25 plants for postage.

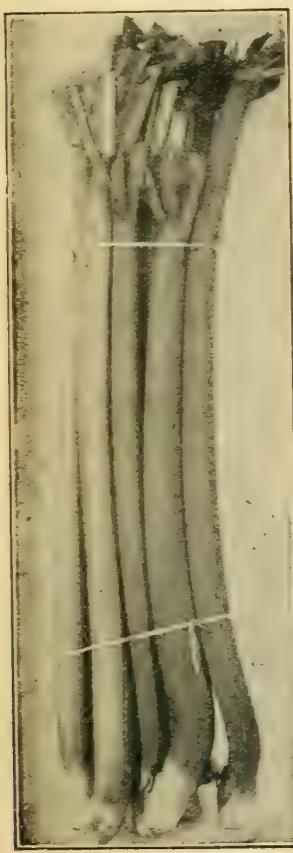
## CHOICE RHUBARB

**Myatt's Linnaeus** —Large tender and fine, one of the very best to plant; makes good sauce and pies. Plants 20c each; \$2.00 doz.; \$8.00 per 100. Prepaid.

**QUEEN**—Extra strong grower of large stocks of a pink color; for cooking in any way its quality is unsurpassed. Plants 20c each; \$2.00 doz.; \$8.00 per 100. Prepaid.

## HORSERADISH

**MALINER KREN**—This new variety is an enormous yielder, being much earlier than the common kind; roots are much larger and whiter; very easily grown, and will find a ready sale on any market. Will make hill first year. Prices of sets prepaid—6 for 50c; 12, 90c; 25, \$1.50; 100, \$4.50.



Myatt's Linnaeus Rhubarb.

# Selected

## Hardy MARYLAND GROWN

### Cabbage and Cauliflower Plants

#### FIELD GROWN — WINTER HARDENED

We again offer our customers this year Selected Stock of our Maryland Grown Vegetable Plants; stock that has not only been selected in the fields at pulling time, but again selected at our Counting and Tying House; nothing but extra well developed plants being sent out; plants that will mature from a week to 10 days ahead of the average Southern Grown Plant, where no selection is made, the customer usually getting field run in his order. Our customers setting these selected plants last year have given us some nice reports, and while we have increased our acreage again this year, would advise ordering early, as April 1st last year found us completely sold out.

#### CABBAGE PLANTS

**Early Jersey Wakefield.** Most popular early variety; pointed head.

**Improved Copenhagen Market.** Extra early round head.

**Price:** 50 plants, 60c; 100, 85c; 200 to 400, 50c per 100; 500 to 900 plants, 40c per 100; 1000 plants or over, 35c per 100.

#### CAULIFLOWER PLANTS

**Early Snowball.** Fine variety for both early and late crop.

**Early Six Weeks.** One of the earliest varieties grown.

#### BRUSSELS SPROUTS

**Long Island Improved.** Finest strain, producing large crop; tightly folded heads.

**Prices Cauliflower and Brussels Sprouts Plants**  
50 plants, 65c; 100 plants, \$1.00; 200 to 400, 65c per 100; 500 to 900 plants, 50c per 100; 1000 plants or over, 45c per 100.

**OUR PLANTS ARE GUARANTEED TO PLEASE YOU IN EVERY  
RESPECT OR MONEY IS CHEERFULLY REFUNDED**



Selected Plants That Will Produce Results.

### What They Say About Our Hardy Vegetable Plants

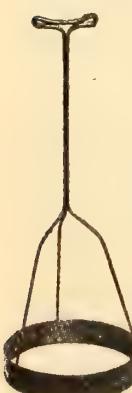
#### From a New Customer

**MR. S. LIGOTINO,** Highland, N. Y. Plants received O. K. Fine plants.

**MRS. LILLIE BLIZZARD,** Reisterstown, Md.: Plants received in fine shape, nice plants and many extras. I feel that I shall succeed.

**MRS. LAURA THORP,** Alex, Ohio: Received your shipment of plants in fine order. Have them all set out. Many thanks.

**MRS. E. V. LANKFORD,** Emporia, Va., writes: The plants purchased from you are proving very fine. Am well pleased. Nothing but Townsend's plants for me.



#### Krueger's Circle Runner Cutter

This is the handiest tool that we know of for cutting surplus runners under the "Hill Culture" plan. Will pay for itself in one day's use. One lick cuts every runner clean outside the 14-inch circle, as fast as you can walk.

Special price by express only \$8.00



Another Field of Our Plants from Which We Will Dig Your Order for Spring 1930 Delivery.

# TOWNSEND'S

## *Satisfied Customers* **QUALITY**

### THEY YIELD BETTER **PLANTS**

#### *Preferred by Successful Growers Everywhere*

MAY WE BOOK YOUR ORDER?

OUR REPUTATION is back of every order sent us, and once a Townsend customer always a satisfied customer. We take great pride in reading the many letters that we receive each year from our customers, complimenting us on our excellent plants and service, and stating that they are recommending us to their neighbors. We ask you for your order this season and assure you that we will do everything possible to please you, or your money will be cheerfully refunded.

Harvested 27 Crates of Berries from One-Tenth of an Acre of Townsend's Premier

Jonestown, Pa.

E. W. Townsend & Sons:

Dear Sir,—I had a wonderful crop of Luscious Profitable berries in spite of a dry season this year. From the one-tenth of an acre Townsend's Premiers I harvested 27 crates. This was my first experience in growing strawberries and not a small part of this success is due to the good type and healthy plants which I received from you as well as your excellent service. I also had a small patch of Mastodon, and for the past four weeks I have had strawberries at market which everybody admired. Next spring I expect to plant a large patch of them, and you are assured of my order.

RAY F. DECK.

#### Nothing But TOWNSEND'S PLANTS

MR. WALTER P. ROSS, Freeburg, Ill., writes May 20th: I know that it is late in season to ask you to ship plants, but I need another 1,000 plants bad, and I want nothing but Townsend's plants. There are lots of plants advertised in our farm papers that I can get much nearer home, but I have tried them out and I want nothing but Townsend's plants so long as I can get them.

#### From a New Customer

MR. JACOB REMLE, Chariot, Ohio: Many thanks for prompt shipment and nice plants received in good order; have them all planted, and a nice rain afterwards.



#### Finds Berries Grown from Townsend's Plants Easy to Sell

MR. E. N. ANDERSON, Marion, Va., writes June 10th: Want to advise you of the very fine plants shipped us last year and of the wonderful crop of fruit they have produced. Have never seen anything as fine; strawberries. Have sold every one we could spare, and could have sold many more. All praise for Townsend's plants.

#### TOWNSEND'S PLANTS Used Exclusively

MR. LEON S. JOHNSON, Auburn, Maine, writes as follows: I have been growing your high grade plants for some time. People come here from all over the country to visit us and all are unanimous in saying that they never saw such fine berries as I produce. I tell them the main thing is the stock of plants I set. I never use anything but Townsend's plants. No trouble to sell all I can grow right at my roadside market. When they buy them once they never fail to come back for more.

#### TOWNSEND'S PLANTS Best Ever Purchased

MESSRS. H. W. & W. L. MCKINLEY, Pa.: Enclosed find check for 400 more plants. I cannot say too much for Townsend's plants. The plants sent to me last spring were the best plants I ever bought, and if I had purchased all my plants then from you would not have needed these to fill in the rows. Hereafter nothing but Townsend's plants for me. I want to send you a photo of my patch, for I feel that I should help such folks whenever I can. Very best wishes.

#### Customers Appreciate Prompt Service

MRS. GEO. WILKINS, Fredonia, N. Y.: Enclosed find second order for plants. I sent you an order April 1st, same day I sent another firm order in your town. I received plants from you last week and have them growing. I have cancelled my order to other firm, and this is my reason for sending you second order at this late date. Kindly do best you can for you surely sent me fine plants this time.

MR. H. R. MILLER, Allendale, N. J.: Plants all received in fine shape; have them all set and every one living I believe. I am sure well pleased. Thanks for such prompt service.



# TRANSPLANTED

## RASPBERRIES — BLACKBERRIES — DEWBERRIES

We have grown this year a nice supply of vigorous, stocky transplants, of the leading varieties suite for the garden, of Raspberry, Blackberry and Dewberry Plants. This stock was transplanted last spring using strong No. 1 canes, and have been grown by us throughout the summer and fall, making an extra large plant that will fruit much earlier after setting and giving a larger crop the first season picked. Our customers wishing to get an advanced start in their garden will find this stock just the thing. **For Prices see Transplanted Stock in Price List on opposite page.**

### BEARING AGE GRAPES

We have a considerable number of calls from our customers wanting bearing age vines other than Concord, which we have been growing for several years. This year we top-pruned and reset a supply of 3-Year stock under irrigation. They produced a nice crop of fruit in the Nursery row this summer and we are passing them along under our Bearing Age Vines, Stock that will produce results the first year set. We can furnish all varieties with the exception of Fredonia and Ontario, at  $2\frac{1}{2}$  times the Two-Year size prices. Bearing Age Concord, see Inside Back Cover.



Grape Vines with good canes and fibrous roots, properly dug and packed, are the kind that will give best satisfaction. It probably costs a little more to furnish this kind; however, the return in yield per acre will over - balance all extra cost.

### *A Novelty for Those Interested THE LOGANBERRY*

A hybrid between the Raspberry and the Blackberry. The fruit is as large as the largest Blackberry, and is produced in immense clusters. The color is a clear, dark red. It partakes of the flavor of both the Blackberry and the Raspberry—mild, pleasant, vinous flavor, delicious and peculiar to this berry alone. Seeds small, soft and few. Berries very firm, and carry well. Strong grower; enormous bearer. Fruit ripens early, just after strawberries. Not hardy north of 40th parallel without protection. Price—50c each; \$5.00 dozen, by mail, postpaid.

#### PARCEL POST RATES ON GRAPE VINES, RASPBERRIES AND BLACKBERRIES

	Zones 1-2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
1 to 2 Vines..	\$.07	\$.08	\$.09	\$.10	\$.11	\$.13	\$.14
3 to 6 Vines..	.09	.12	.17	.22	.27	.33	.38
6 to 12 Vines..	.11	.16	.25	.34	.43	.53	.62
12 to 20 Vines..	.16	.26	.45	.64	.83	1.03	1.22
20 to 25 Vines..	.21	.36	.65	.94	1.23	1.53	1.82
25 to 35 Vines..	.26	.46	.85	1.24	1.63	2.03	2.42
35 to 50 Vines..	.36	.66	1.25	1.84	2.43	3.03	3.62
50 to 75 Vines..	.46	.86	1.65	2.44	3.23	4.03	4.82
75 to 100 Vines..	.56	1.06	2.05	3.04	4.03	5.03	6.02

Over 100 Vines Sent by Express

#### PARCEL POST RATES ON STRAWBERRY PLANTS

	Zones 1-2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
100 Plants....	\$.10	\$.14	\$.21	\$.28	\$.35	\$.43	\$.50
200 Plants....	.13	.20	.33	.46	.59	.73	.86
300 Plants....	.16	.26	.45	.64	.83	1.03	1.22
400 Plants....	.21	.36	.65	.94	1.23	1.53	1.82
500 Plants....	.26	.46	.85	1.24	1.63	2.03	2.42
600 Plants....	.29	.52	.97	1.42	1.88	2.33	2.78
700 Plants....	.31	.56	1.05	1.54	2.03	2.53	3.02
800 Plants....	.36	.66	1.25	1.84	2.44	3.03	3.62
900 Plants....	.38	.70	1.33	1.96	2.59	3.23	3.86
1000 Plants....	.41	.76	1.45	2.14	2.84	3.53	4.22
2000 Plants....	.56	1.06					

On all orders of 500 plants or more, the rate is cheaper by Express after the Third Zone.

Owing to the fact that the Postoffice Department demand a minimum charge for C. O. D. collection and money order fee of 17c, it is found cheaper for our customers to remit the amount of postage with the order.

# Townsend's 1930 Price List

**IMPORTANT NOTE:** Parcel Post Orders must contain additional remittance for postage as shown on table at bottom of page 28. If not included we will ship by express.

**PRICES NOT PREPAID**—All F.O.B. Salisbury, Md. 500 or more of a variety at 1,000 rates; less quantities of each variety at prices listed below.

FOR STRAWBERRY PLANT PRICES SEE NEXT PAGE

**DISCOUNT Allowed On All Early Orders Received**

 **Select 10% in Free Plants On All January Orders—5% Febr'y**

Page		12 Plants	25 Plants	50 Plants	100 Plants	250 Plants	1000 Plants
<b>BLACK RASPBERRIES</b>							
21	Black Diamond No. 1 Tips, 1-yr.....	\$0.75	\$1.25	\$2.25	\$4.00	\$8.00	\$25.00
21	Cumberland No. 1 Tips, 1-yr.....	.75	1.25	2.25	4.00	8.00	25.00
21	Cumberland Transplants, 2-yr.....	1.50	2.40	4.25	7.60	.....	.....
21	Honey Sweet No. 1 Tips, 1-yr.....	1.00	2.00	3.50	6.00	12.00	.....
21	Logan No. 1 Tips, 1-yr.....	1.00	2.00	3.50	6.00	12.00	40.00
21	Plum Farmer No. 1 Tips, 1-yr.....	.75	1.25	2.25	4.00	8.00	25.00
21	Plum Farmer Transplants, 2-yr.....	1.50	2.40	4.25	7.60	.....	.....
<b>PURPLE RASPBERRIES</b>							
21	Cardinal No. 1 Tips, 1-yr.....	1.00	2.00	3.50	6.00	12.00	40.00
21	Cardinal Transplants, 2-yr.....	1.60	2.65	4.75	8.60	.....	.....
21	Columbian No. 1 Tips, 1-yr.....	1.00	2.00	3.50	6.00	12.00	40.00
21	Columbian Transplants, 2-yr.....	1.60	2.65	4.75	8.60	.....	.....
<b>RED RASPBERRIES</b>							
19	Cuthbert No. 1, 1-yr.....	1.00	2.00	3.50	6.00	12.00	40.00
19	Cuthbert Transplants, 2-yr.....	1.60	2.65	4.75	8.60	.....	.....
19	Herbert No. 1, 1-yr.....	1.00	2.00	3.50	6.00	12.00	40.00
19	King Red No. 1, 1-yr.....	1.00	2.00	3.50	6.00	12.00	40.00
19	Latham No. 1, 1-yr.....	1.00	2.00	3.50	6.00	12.00	40.00
19	Latham Transplants, 2-yr.....	1.60	2.65	4.75	8.60	.....	.....
19	Rathman (New) No. 1, 1-yr.....	1.00	2.00	3.50	6.00	12.00	40.00
19	Katherine Everbearing, 1-yr.....	1.00	2.00	3.50	6.00	12.00	.....
19	Katherine Transplants, 2-yr.....	1.60	2.65	4.75	8.60	12.00	40.00
19	St. Regis Everbearing No. 1, 1-yr.....	.85	1.60	3.00	5.00	10.50	32.50
19	St. Regis Transplants, 2-yr.....	1.50	2.40	4.25	7.60	.....	.....
19	Viking (6 Plants, \$1.75).....	2.50	4.50	See Page 19 for description	of Viking	.....	.....
<b>BLACKBERRIES (From Root Cuttings)</b>							
22	Alfred No. 1, R. C.....	1.50	3.00	5.00	9.00	20.00	60.00
22	Blower No. 1, R. C.....	1.00	1.75	3.00	5.00	11.50	40.00
22	Crystal White No. 1, R. C.....	1.50	3.00	5.00	9.00	.....	.....
22	Early Harvest No. 1, R. C.....	1.00	1.75	3.00	5.00	11.50	40.00
22	Eldorado No. 1, R. C.....	1.00	1.75	3.00	5.00	11.50	40.00
22	Macatawa No. 1, R. C.....	1.50	3.00	5.00	9.00	20.00	60.00
22	McDonald No. 1, R. C.....	.75	1.25	2.25	4.00	8.00	25.00
22	Mesereau No. 1, R. C.....	1.00	1.75	3.00	5.00	11.50	40.00
22	Snyder No. 1, R. C.....	1.00	1.75	3.00	5.00	11.50	40.00
22	Russell's, or Best-of-All (New Rust-Resistant) No. 1, R. C.....	1.50	3.00	5.00	9.00	20.00	.....
<b>DEWBERRIES (Selected Strong Rooted Tips)</b>							
22	Aus Lu (New), 1-yr.....	2.00	4.00	7.50	10.00	20.00	60.00
22	Austin, 1-yr.....	.75	1.00	1.50	2.50	4.00	15.00
22	Lucretia, 1-yr.....	.75	1.00	1.50	2.50	4.00	15.00
22	Youngberry (New), 1-yr. (6 Plants, \$2.50).....	4.50	8.00	15.00	25.00	.....	.....
<b>TRANSPLANTED BLACKBERRIES and DEWBERRIES</b>							
22	Alfred, B. B.....	2.50	4.00	.....	.....	.....	.....
22	Early Harvest, B. B.....	2.50	4.00	.....	.....	.....	.....
22	Austin, D. B.....	1.50	2.00	.....	.....	.....	.....
22	Lucretia, D. B.....	1.50	2.00	.....	.....	.....	.....

## GRAPE VINES

### TWO-YEAR SIZE

### TWO-YEAR SIZE

Top and Root Pruned, Ready to Set

Agawam, Red Delaware, Red Moore's Early, Black Catawba, Red Niagara, White Worden, Black

1 Vine.....	\$ .35	25 Vines.....	\$ 5.00
3 Vines.....	.90	50 Vines.....	10.00
6 Vines.....	1.55	100 Vines.....	18.00
12 Vines.....	3.00	1000 Vines.....	150.00

For Three-Year Vines Double These Prices

## The FOUR NEW Grapes With Outstanding Quality

### TWO-YEAR SIZE

### TWO-YEAR SIZE

For descriptions, see page

Caco. New Red.....	\$ .75 each
Portland. New White.....	1.00 each
Fredonia. New Early Black.....	1.00 each
Ontario. New White.....	1.00 each

(Customers wanting 3-year size, add 50c to above prices on each vine)

## CONCORD, The Standard Black Grape

### 1-Year 2-Year

### 1-Year 2-Year

1 Vine...\$ .20	\$ .25	50 Vines.. 3.50	4.00
6 Vines.. .70	.80	100 Vines.. 6.00	7.50
12 Vines.. .95	1.20	500 Vines.. 20.00	25.00
25 Vines.. 2.00	2.25	1000 Vines.. 40.00	55.00

For Bearing Age Concord

Vines, see inside back cover for description and illustration in color.

SPRING, 1930

Regular Shipping Season  
October 15th to May 1st

## STRAWBERRIES

F A L L, 1930

October Delivery, Add  
50 Per Cent to List Price

## Townsend's Special Wholesale Prices Direct To Growers!

More Than a Quarter Century Direct Selling  
One Price to All - - A Square Deal to Everyone

DISCOUNT ALLOWED ON ALL EARLY ORDERS RECEIVED

Select 10% in Free Plants On All January Orders; 5% for February Orders

## Extra Early Varieties

Page		Per 1000
2	PREMIER (per)	\$ 5.50
2	HOWARD 17 (per)	5.50
2	MISSIONARY (per) Selected	4.00
	KLONDYKE (per) Selected	4.00
3	The Prince (per) New	8.00
4	Lady Corneillie (per)	5.00
3	Lord Salisbury (per) New	10.00
3	CHAMPION K (per) New	6.00
3	FRUITLAND (per) New	10.00
3	ST. LOUIS (per) Extra Early	6.00
3	Red Gold (per) New	10.00

## Medium Early Varieties

Page		Per 1000
4	ABERDEEN (per) New	6.00
4	COOPER (per)	6.00
4	Dr. Burrill (per)	5.00
4	Dunlap (per)	5.00
4	Eaton (per)	6.00
4	Haverland (imp)	6.00

## Medium Late Varieties

Page		Per 1000
5	AROMA (per)	5.00
5	BIG JOE (per)	5.50
8	Burgess (per)	6.00
	Brandywine (per)	8.00
	Glen Mary (per)	6.00
5	Gibson (per)	5.00
5	Gold Mine (per)	6.00
5	Marshall (per)	8.00
	New York (per)	8.00

## Page

Page		Per 1000
5	Nie Ohmer (per)	\$ 6.00
	Parson's Beauty (per)	5.00
5	Paul Jones (imp)	5.00
5	Sample (imp)	6.00

## Late to Very Late Varieties

Page		Per 1000
7	"TOWNKING" (per) Copyrighted	10.00
	MAYQUEEN (imp) Sold Out	—
8	Booster	6.00
10	CHESAPEAKE (per)	5.50
8	Crawford 25 (imp)	10.00
8	FORD (per)	5.50
9	GANDY (per)	5.00
9	LUPTON (per)	5.50
8	MASCOT (per) Very Latest	6.00
9	McAlpine (per)	4.00
9	PEARL (per)	6.00
9	TOWNSEND'S BIG LATE (imp)	6.00
9	WM. BELT (per)	6.00
9	WORLD'S WONDER (per)	10.00

## Everbearing Strawberries

16-17	MASTODON (per) Selected	12.50
11	Progressive (per)	8.00
11	World's Champion (per)	8.00

## LUCKY STRIKE (per) "The Aristocrat"

25	50	100	200	250	300
\$2.00	\$3.00	\$5.00	\$9.50	\$11.00	\$12.00
	400	500	1000	5000	
			\$14.00	\$15.00	\$30.00
					\$125.00

If larger quantities are wanted, figure each variety at 10,000 rate.

If less than 1000 plants are ordered, prices must be carried out according to following table. Each variety must be added separate.

If Priced at	\$4.00	\$5.50	\$6.00	\$8.00	\$10.00	\$12.50
	1000	1000	1000	1000	1000	1000
25 Plants will cost	\$ .30	\$ .30	\$ .40	\$ .60	\$1.00	\$1.00
50 Plants will cost	.50	.50	.60	.80	1.25	1.50
75 Plants will cost	.70	.70	.80	1.00	1.50	2.00
100 Plants will cost	.80	.90	1.00	1.30	2.00	2.50
150 Plants will cost	1.00	1.15	1.30	1.60	2.50	3.00
200 Plants will cost	1.20	1.40	1.60	2.00	3.00	3.50
250 Plants will cost	1.40	1.75	1.90	2.35	3.50	4.00
300 Plants will cost	1.50	2.00	2.15	2.70	4.00	4.50
350 Plants will cost	1.75	2.25	2.30	3.05	4.50	5.00
400 Plants will cost	2.00	2.50	2.75	3.40	5.00	5.50
500 Plants will cost	2.25	3.00	3.25	4.25	5.50	6.50
1000 Plants will cost	4.00	5.50	6.00	8.00	10.00	12.50
2000 Plants will cost	7.80	10.80	11.75	15.50	20.00	25.00
3000 Plants will cost	11.50	16.00	17.25	23.25	30.00	36.00
4000 Plants will cost	15.00	20.00	22.50	32.00	40.00	47.00
5000 Plants will cost	17.50	24.50	25.00	35.00	47.50	57.50
10000 Plants will cost	35.00	47.50	48.75	68.00	90.00	110.00

## Surplus Plants

After filling the days orders, we usually have a quantity of surplus plants. Rather than to carry these plants over we offer them at the following bargain price. 500 plants, \$2.00; 1000 plants, \$3.50; 5000 plants, \$15.00. Customers not allowed to select varieties in Surplus plants.

# Please Use This Order Sheet

When Shipments Are Ordered by Express, Please Give Your TELEPHONE NUMBER, If Any

**DISCOUNT**  
Jan. Orders  
Select 10% in  
Free Plants  
Feb. Orders  
Select 5% in  
Free Plants

## E. W. Townsend & Sons

Nurseries :: Salisbury, Maryland

PLEASE FORWARD TO

Name ..... R. F. D. No. ....

Postoffice ..... P. O. Box .....

State ..... St. ....

Express Office .....

Ship by ..... On or About ..... 19 .....  
State here how to ship.

Date of Order ..... 19 .....

Please Write Very Plain and Help to Avoid Errors

Do Not Write  
In This Space

M. O. \$.....

Check \$.....

Cash \$.....

C. O. D. \$.....

Stamps \$.....

Bal. Due \$.....

Quantity	NAME OF VARIETY	PRICE
	LUCKY STRIKE	
	MASTODON	
	"TOWN KING"	
	ABERDEEN	
	PREMIER	
	AROMA	
	BIG JOE	
	LUPTON	
	CHESAPEAKE	
	TOWNSEND'S BIG LATE	
	FORD	
	MASCOT	
	FREE PLANTS—( )	

We do not pay transportation charges except where noted in Garden Collections.

See page 28 for Parcel Post Rates if you want plants by mail. If sufficient money is not remitted to pay postage we ship by Express Collect.

It is mutually agreed that we will not offer for sale or give away Townking or May-queen plants.

Make X in square.....

If sold out, shall we substitute something just as good, or return your money? Ans.....

If a New Customer kindly mark an (X) in square

Order No. ....

## OUR INSTRUCTIONS TO PURCHASERS OF PLANTS

**ORDER EARLY.** By placing the order early you are assured of getting just what the order calls for. This is often not the case with late orders.

**HOW TO SHIP.** Express is most satisfactory on all large orders when the distance is far. Parcel Post is O.K. on all orders in the 1st, 2nd and 3rd Zones, and all small orders of a few hundred plants. See PARCEL POST RATES on page 28.

**HOW TO REMIT.** Money Order, Registered Letter, or Check—do not send loose currency. We will ship C.O.D. when one-fourth cash accompanies the order.

**TIME OF SHIPMENT.** We commence to ship plants October 15th and ship all winter to sections where the conditions are suitable for fall and winter planting, and up to May 1st. We will fill orders up to May 30th, but at purchaser's risk only after May 1st. We will also fill a limited number of orders during September at 50% above list prices so as to accommodate our customers only.

Please write below the names of any friends or acquaintances that might be interested in our High Grade plants. We will gladly send extra plants for your trouble.

**25 PLANTS.** All Strawberry Plants are tied twenty-five to a bundle and labeled. We make no extra charge for packing.

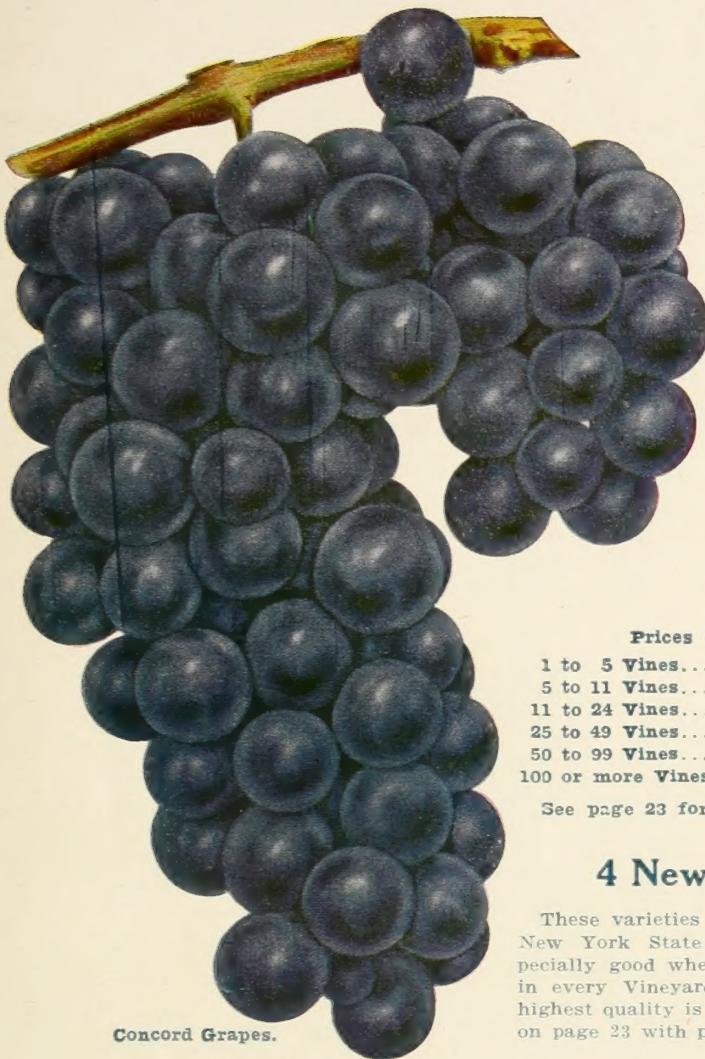
**TRUE-TO-NAME.** We use every precaution to have all plants true-to-name, but in case a mistake should occur, it is agreed that we are not to be responsible for a greater sum than the cost of the stock should any prove otherwise than labeled. We do not have one complaint on this line in filling 100,000 orders.

**CLAIMS.** If your order is delayed an unusual time in transit, carefully examine plants before accepting same from the Transportation Co.—have a notation marked on your Express bill showing damage due you. Promptly return this Receipt to us and we will refill the order and make claim on the carrier. A notice is mailed every customer the day shipment is made. Don't fail to call for plants promptly when notified.

**LAST BUT NOT LEAST.** Prepare your land where plants are to be set as early as possible and have plants on hand ready to set when the day comes. Ninety-nine out of a hundred early plantings will prove successful if well planted and cultivated.

SATISFIED CUSTOMERS IS OUR BEST ADVERTISEMENT

THE WILLIAM BYRD PRESS, INC.  
HORTICULTURAL PRINTERS.  
RICHMOND, VA.



Concord Grapes.

## CONCORD GRAPES

### BEARING AGE VINES

Having made the growing of Concord bearing age vines one of our grape specialties for years, we feel safe in recommending to any customer who wishes quick results in producing an abundance of fine grapes, these grape vines have had extra care in pruning and growing this past season has produced for us one of the finest and largest plantings of this size grape vine in the country. The growing season has provided them with an abundance of fibrous roots with heavy canes that will produce an abundance of fruit.

We also have grown this year a limited supply of Bearing Age Grapes of other leading varieties. Prices of which will be found on Page 28. The vines will be pruned by experienced pruner's to give best results. And we assure our customers stock of the highest quality results.

#### Prices of Concord Bearing Age Vines

1 to 5 Vines.....	50c each
5 to 11 Vines.....	30c each
11 to 24 Vines.....	20c each
25 to 49 Vines.....	18c each
50 to 99 Vines.....	16c each
100 or more Vines.....	15c each

See page 23 for Other Varieties and Sizes of Grapes.

## 4 New Varieties of Grapes

These varieties three of which were originated by the New York State Experiment Station, have proven especially good wherever tested; and are worthy of a trial in every Vineyard or Home Garden where fruit of the highest quality is wanted. Full descriptions will be found on page 23 with prices.

## LATHAM

### King of the Red Raspberry

The high yielding ability of this popular variety is due largely to its resistance to Mosaic and other Raspberry Diseases. We have an extra fine stock of this variety this year; plants that have been carefully inspected three times this year, and found free from all disease. We know they will please you and invite your ordering early; that we can place your order on our books to be shipped out at proper planting time.

12 Plants, \$1.00; 25, \$2.00; 50, \$3.50; 100, \$6.00; 250, \$12.00; 1000, \$40.00.

Special quotations on larger orders. Other leading Raspberries, see pages 19 and 21.

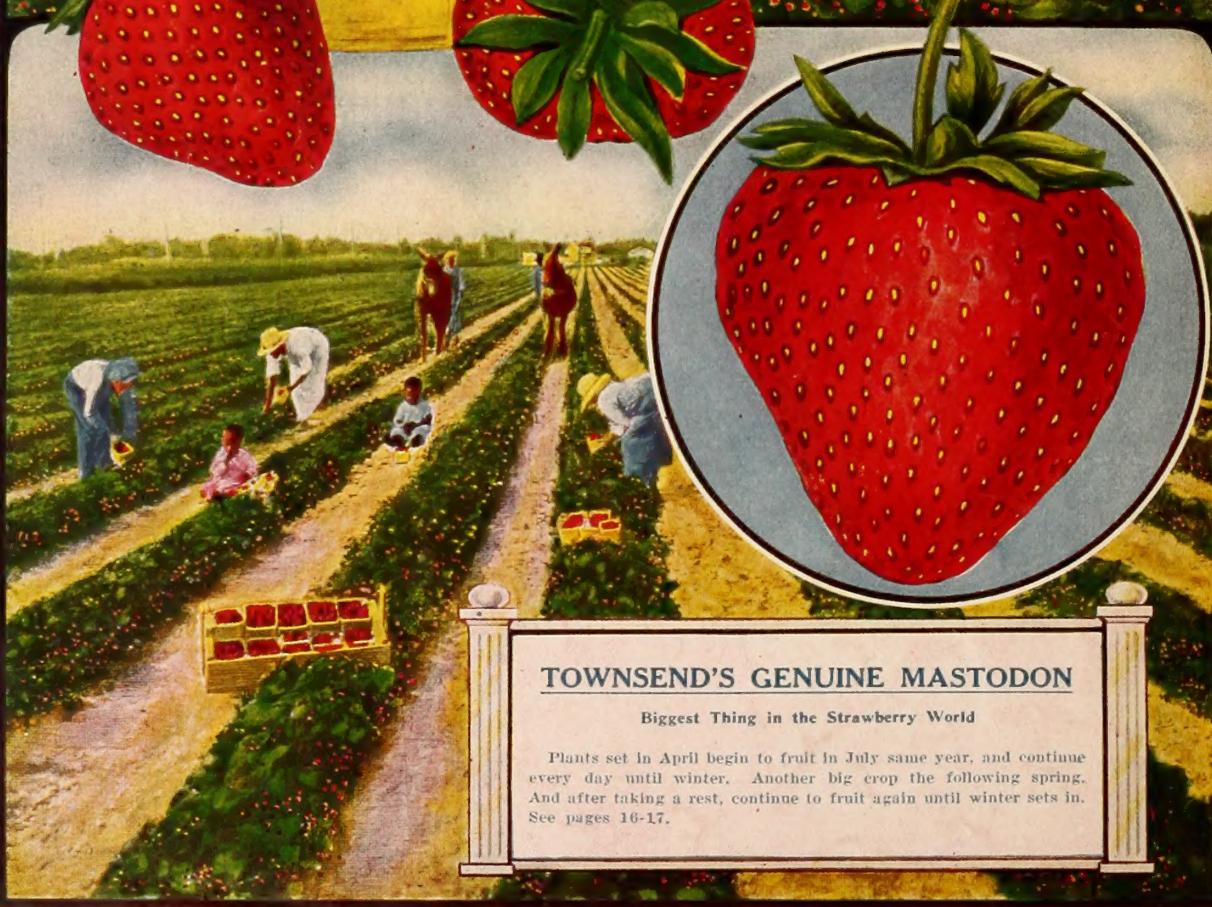




## "TOWNKING"

The New Big Late Berry  
Without a Fault.

See page 7 for description.



## TOWNSEND'S GENUINE MASTODON

Biggest Thing in the Strawberry World

Plants set in April begin to fruit in July same year, and continue every day until winter. Another big crop the following spring. And after taking a rest, continue to fruit again until winter sets in. See pages 16-17.